

# Real Estate is Alive - Newspapers Share Their Self-Service Success Stories

Wave2 Media Solutions Newsletter

Issue 10

## Live Customer Sites

### Obits & Celebrations

[Orange County Register News & Observer Obits](#)  
[Virginian-Pilot](#)  
[Daily Herald Chicago](#)  
[The Sun News Obits](#)  
[Houston Chronicle Obits](#)

### Retail

[Virginian-Pilot](#)  
[Houston Chronicle](#)  
[OC Register ExpressAds](#)  
[Lakeland Ledger](#)  
[Bay Area News Group](#)  
[Chicago Daily Herald Retail Tampa](#)  
[Tribune Retail](#)

### Real Estate

[Denver Post Real Estate](#)  
[Richmond Times Real Estate](#)

## Greetings!

Wave2 has now exceeded 150 customer URLs using AdPortal for self-service. About half have implemented obituaries with the balance running retail, real estate and celebrations in that order. We also have our first site at The Virginian-Pilot using AdPortal for 100% of their web order entry. We're seeing growing interest in the classified categories but we still have several sites that have been very successful with retail. It's been several months since our last newsletter so are featuring two sites in this edition both running real estate

**Mike Funk, Classified Ad Manager of the Albany Times Union in Albany, NY** offered to provide some details on their first project with Wave2. He and his team have very successfully launched self-service for real estate in a very difficult market with sound results. **Lori Todd, Classified Sales Manager at The Sun News in Myrtle Beach, SC** added their fourth AdPortal application in the real estate category. She talks about their use of HomeFinder and explains their future plans as well as current results.

## Albany Times Union - recapturing the real estate category



Mike Funk loves AdPortal and working with Wave2. We can't take all the credit for his success. Mike and his team knew their local market, had a very defined objective, listened to our suggestions and sweated the details in getting their first AdPortal category application launched. The objective was to recapture the mindshare of real estate agents in their circulation area and increase revenue. Like all of you out there in this difficult real estate market they had lost many of their past real estate advertisers to digital products. Competing against some services that are very low cost and even free the only profitable way to do this would be a self-service approach offering a very low cost entry point. **"With self-serve we could offer our huge audience to the agents for a very low cost," said Mike Funk, "The agents got instant ad proofs and a later deadline; the print and online consumer got more home inventory to view. We got to free our sales reps from in-putting ads. It was a win-win-win."**

They are offering five packages for liner ads with a point of entry of \$10 for an on-line only listing. Most of the packages consist of a liner print ad and an on-line listing. AdPortal starts the agent off asking them a few simple questions and then suggests a package based on their selections. The site [Times Union EZads](#) is open to both agents and private parties and supports import from their MLS data reverse publishing the ads. In their first month they received over five times in revenue what they are paying Wave2 and they have already doubled the number of agents who had been using self-service before. Once the ads are sold, the ad and the transactional data are then passed over to an Atex Adbase system where they are paginated using PGL and booked for billing. Credit card sales are supported as well.

Albany made a conscious decision to not exclude their sales reps from benefiting from the site. Reps are paid commission on all sales made in their territories so they are actively promoting the site. An email campaign was launched to agents in their database and they received an 8% click through rate which resulted in the initially strong results. It is too early to project retention rates but the sales team will continue to promote the site and they are now working with Wave2 to add more complex in-line display ads. With the continued promotion and addition of more expensive packages Mike Funk and his team are expecting the revenue to grow month over month. **Mike Funk can be reached for comment at [mfunk@timesunion.com](mailto:mfunk@timesunion.com)**. Along with expanding the real estate application (For Rent is next) Albany is now looking to add obituaries as another AdPortal category.

## The Sun News - driving print revenue from HomeFinder



Lori Todd and The Sun News are on their 4<sup>th</sup> AdPortal category application. They started with Small Business Retail 2 1/2 years ago then added both obits and celebrations at the beginning of 2010. When Wave2 announced support for reverse publishing from HomeFinder Lori jumped at the opportunity. Having the experience of working with the Wave2 team and her staff's familiarity of the AdPortal tools made it an easy decision with quick implementation. They were live with the site 15 days from the signing of the agreement. Working with the Wave2 project team she scoped out a project that enables agents to log into AdPortal [The Sun News Real Estate](#) and begin buying and building display ads. The site is setup to support private parties as well giving them an option to bypass the HomeFinder feed. The results have been strong and continue to grow on a week to week basis. **What Lori likes most is; "We enjoy the ease of the product and how we can adapt to the changing market conditions" said Lori, "For instance when we wanted to do an open house extravaganza weekend it was a matter of setting up a promo code and promoting it!"**

The Wave2 HomeFinder interface is installed and in production at several Gannett sites and The Sun News is the first McClatchy site to implement it with others under contract. One of the challenges of getting agents to use self-service is getting them to take the time to input all of the details of a listing so the ad can publish correctly. Wave2 has developed a single login for HomeFinder and can do the same with most MLS databases as well. The single login puts the agent into Wave2's AdPortal, and makes available their inventory of real estate with all the accompanying data. They just simply choose a package then a listing then a template and the ad builds automatically. The agent doesn't input a thing except their login.

Because this is The Sun News' 4<sup>th</sup> AdPortal application launched the cost of implementing real estate was much lower than their three previous applications. The ads are built by AdPortal with the The Sun News sales staff mentoring about 80% of the agents with the process during the building, buying and proofing process. After a while more and more of the agents will begin using AdPortal on their own. Lori and Wave2 are now looking at the possibility of adding more real estate products which of course would be covered under their license. Lori can be reach at [ltodd@thesunnews.com](mailto:ltodd@thesunnews.com) for comment.

## Wave2 Announces New Agreements

In addition to these two new featured customers the following newspapers have recently signed agreements with Wave2:

- The Oklahoman for Obits, Retail and Celebrations
- The Modesto Bee for Obits and Celebrations
- Merced News for Obits and Celebrations
- El Classificado for Classified Web Order Entry
- 4 Media News' NORCAL Properties for Obits; Vacaville, Vallejo, Chico and Monterey
- Biloxi Sun Herald for Obits and Celebrations
- Bellingham Herald for Autos and Real Estate (HomeFinder and Cars.com Integration)
- MediaOne of Utah for obits
- Worcester Telegram for obits and celebrations

For further information on Wave2 Media Solutions, please e-mail [mhardiman@wave2media.com](mailto:mhardiman@wave2media.com) or [bgorman@wave2media.com](mailto:bgorman@wave2media.com) or call for a personalized on-line presentation (508) 366-6383.