

# eRealtyGuide

Website & Magazine

PORT WASHINGTON

MANHASSET

THE ROSLYNS

GREAT NECK

Featured Home Offered by:  
**MAIN STREET REALTY**  
Port Washington Huge Colonial  
See page 12 for more info.

SEARCH THE MOST USER-FRIENDLY LOCAL REAL ESTATE GUIDE



[www.eRealtyGuide.com](http://www.eRealtyGuide.com)

## Dear Real Estate Professional,

eRealty Guide website and magazine is the most comprehensive and cost effective all-in-one solution for listing and selling real estate.

Our broker and agent packages, along with numerous optional services, allows you the choices to best fit your budget and needs.

Our 40+ years of real estate marketing knowledge gives us an advantage to maximize your exposure. We also stay up to date with the latest technologies including website marketing, search optimization and social media.

Our website eRealtyGuide.com will continuously bring you leads and traffic. eRealtyGuide is on top of Google for your town search: Port Washington Real Estate; Port Washington Homes for Sale, Manhasset Real Estate; Manhasset Homes for Sale, Roslyn Real Estate; Roslyn Homes for Sale, Great Neck Real Estate, Great Neck Homes for Sale. We employ strong SEO techniques and we manage targeted Google Ad Words Campaigns to get the online customers looking at your listings. We are true web masters.

Our eRealtyGuide website and magazine will be distributed throughout your area and drive listings and sales to you. We have over 200 locations in the North Hempstead area, and are strategically placing your listings in the hands of real estate buyers and sellers.

Our magazine will give you amazing exposure in the local market. The eRealty Guide website, will give you strong exposure online. We look forward to partnering with you to increase your listings, sales and market exposure.

Contact us with NO OBLIGATION to discuss our available opportunities.

*Mitchell Chernow*

Mitchell Chernow, Publisher

Office: 516-229-7359 Direct: 917-749-4867

## Directory of Advertisers



### **ABC Realty**

123 Main Street  
Port Washington  
516-555-1234  
Broker/Owner:  
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### **EFG Realty**

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# eRealtyGuide Website & Magazine

The screenshot displays the eRealtyGuide website interface. At the top, the logo "eRealtyGuide NEW YORK" is visible alongside social media icons for LinkedIn, Facebook, Twitter, YouTube, and Instagram. A navigation bar includes links for Home, Property Search, Open Houses, Local Areas, Local Realty Offices, List Your Property, and Contact Us. The main content area features a search section with tabs for "For Sale", "For Rent", "Commercial", and "ID #". The "For Sale" tab is active, showing a search form with fields for Location (City), Select Type (Any Type), Price Range (min to max), Beds (Any), and Baths (Any). A "Search" button and a link to "Advanced Search" are also present. Below the search form, a "Local Market Summary for Last 7 Days" section shows "New Listings (11)", "Price Reductions (0)", and "Open Houses (0)". A "Browse Local Neighborhoods" section lists various areas like East Hills, Manhasset, Port Washington, Roslyn Heights, Great Neck, Manhasset Hills, Roslyn, Sands Point, Kings Point, Plandome, and Roslyn Harbor. A "Browse Nearby Areas" section lists Brookville, Glen Cove, Glen Head, Greenvale, Muttontown, Old Brookville, Old Westbury, Sea Cliff, and Upper Brookville. A "Featured Real Estate Office" section highlights "Lynx Realty" at 41 Main Street, Roslyn, NY, 11576. A "VISIT THE UPCOMING Open Houses" banner features a family and a "GO" button. Below these are four featured listings with photos and details: Sands Point (\$17,500,000, 6 beds, 11 baths), Brookville (\$12,900,000, 12 beds, 9 baths), Upper Brookville (\$9,995,000, 5 beds, 5 baths), and Sands Point (\$9,900,000, 6 beds, 7 baths). Each listing includes a "view details" link.

eRealty Guide Website and Magazine  
gives you maximum exposure in  
your area and the world.

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# Port Washington

Port Washington is a hamlet in Nassau County, New York on the North Shore of Long Island. Port Washington is an unincorporated area within and directly governed by the town of North Hempstead. In broader sense, however, Port Washington includes the communities of Baxter Estates, Manorhaven, Port Washington North, Sands Point, Beacon Hill Colony, Manhasset Isle, New Salem, and northern Flower Hill as these areas share the same ZIP code, school and library districts.



**Port Washington** **\$2,995,000**  
4BR, 3bth, 8200 sf 4 story home. Extraordinary architectural plan. Still time to customize. Waterviews from almost every corner. See details re: ultra-luxurious modern amenities attached to listing sheet.  
**Joe Broker • (516) 555-1111** **Web ID: 01234**



**Port Washington** **\$2,895,000**  
4BR, 3bth, 8200 sf 4 story home. Extraordinary architectural plan. Still time to customize. Waterviews from almost every corner. See details re: ultra-luxurious modern amenities attached to listing sheet.  
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**Port Washington** **\$2,795,000**  
4BR, 3bth, 8200 sf 4 story home. Extraordinary architectural plan. Still time to customize. Waterviews from almost every corner. See details re: ultra-luxurious modern amenities attached to listing sheet.  
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**Port Washington** **\$2,695,000**  
4BR, 3bth, 8200 sf 4 story home. Extraordinary architectural plan. Still time to customize. Waterviews from almost every corner. See details re: ultra-luxurious modern amenities attached to listing sheet.  
**Joe Broker • (516) 555-1111** **Web ID: 01234**



**Port Washington** **\$2,595,000**  
4BR, 3bth, 8200 sf 4 story home. Extraordinary architectural plan. Still time to customize. Waterviews from almost every corner. See details re: ultra-luxurious modern amenities attached to listing sheet.  
**Joe Broker • (516) 555-1111** **Web ID: 01234**



**Port Washington** **\$2,495,000**  
4BR, 3bth, 8200 sf 4 story home. Extraordinary architectural plan. Still time to customize. Waterviews from almost every corner. See details re: ultra-luxurious modern amenities attached to listing sheet.  
**Joe Broker • (516) 555-1111** **Web ID: 01234**



**Port Washington** **\$2,395,000**  
4BR, 3bth, 8200 sf 4 story home. Extraordinary architectural plan. Still time to customize. Waterviews from almost every corner. See details re: ultra-luxurious modern amenities attached to listing sheet.  
**Joe Broker • (516) 555-1111** **Web ID: 01234**



### Port Washington **\$2,295,000**

4BR, 3bth, 8200 sf 4 story home. Extraordinary architectural plan. Still time to customize. Waterviews from almost every corner. See details re: ultra-luxurious modern amenities attached to listing sheet.

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### Port Washington **\$2,195,000**

4BR, 3bth, 8200 sf 4 story home. Extraordinary architectural plan. Still time to customize. Waterviews from almost every corner. See details re: ultra-luxurious modern amenities attached to listing sheet.

**Joe Broker • (516) 555-1111**

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### Port Washington **\$2,095,000**

4BR, 3bth, 8200 sf 4 story home. Extraordinary architectural plan. Still time to customize. Waterviews from almost every corner. See details re: ultra-luxurious modern amenities attached to listing sheet.

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### Port Washington **\$1,995,000**

4BR, 3bth, 8200 sf 4 story home. Extraordinary architectural plan. Still time to customize. Waterviews from almost every corner. See details re: ultra-luxurious modern amenities attached to listing sheet.

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### Port Washington **\$1,895,000**

4BR, 3bth, 8200 sf 4 story home. Extraordinary architectural plan. Still time to customize. Waterviews from almost every corner. See details re: ultra-luxurious modern amenities attached to listing sheet.

**Joe Broker • (516) 555-1111**

**Web ID: 01234**

## Manhasset

Manhasset is a hamlet and neighborhood in Nassau County, New York, on the North Shore of Long Island. As of the United States 2000 Census, the population was 8,362. In 2005, a Wall Street Journal article ranked Manhasset as the best town for raising a family in the New York metropolitan area. The hamlet is served by the Long Island Rail Road, which provides direct and convenient access to New York City at the Manhasset station.

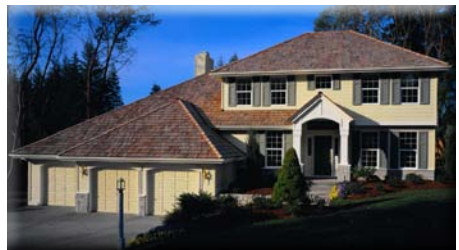


### Manhasset **\$2,995,000**

4BR, 3bth, 8200 sf 4 story home. Extraordinary architectural plan. Still time to customize. Waterviews from almost every corner. See details re: ultra-luxurious modern amenities attached to listing sheet.

**Joe Broker • (516) 555-1111**

**Web ID: 01234**



### Manhasset **\$2,895,000**

4BR, 3bth, 8200 sf 4 story home. Extraordinary architectural plan. Still time to customize. Waterviews from almost every corner. See details re: ultra-luxurious modern amenities attached to listing sheet.

**Joe Broker • (516) 555-1111**

**Web ID: 01234**

# Expert Advice

## This Issue's Real Estate Expert Is Lydia Johnviller

of Port Washington Main Street Realty. Linda listed and sold over \$50,000,000 in the past year alone. She has over 21 years experience selling and listing real estate in Port Washington. If you are thinking of buying or selling, call Lynda for more information at Main Street Realty, 516-555-1234.



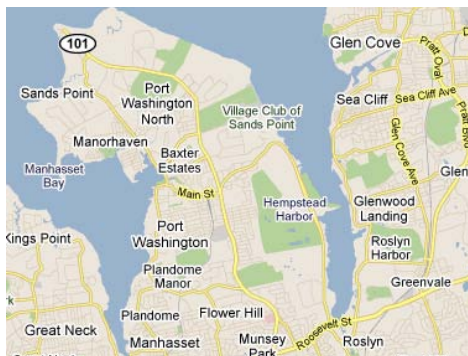
**Lydia Johnviller**  
Main Street Realty

## Is Real Estate Wisdom Changing?

Conventional wisdom with respect to selling a home might be falling by the wayside. Over the years, research on home sales has suggested the best season to sell a home is spring. Buyer demand has traditionally built through spring and into the summer months, when families often prefer to move because doing so does not force parents to uproot their children from school in the middle of the school year. However, as the economy has struggled over the last couple of years, so, too, has the real estate market. According to the S&P/Case-Shiller home price index, home prices decreased by 28 percent from their national peak in the second quarter of 2006 to the end of 2009. For those homeowners forced to sell a home in less desirable seasons like winter, real estate professionals typically advise sell-

ing up certain points of the home. Suggestions include decorating a home for the holidays and shoveling any walkways or driveways should snow arrive while a house is on the market. What's more, sellers selling in off-seasons should be realistic about their selling price at the outset, as buyers might be reticent to buy in a season where so few homes are on the market. Selling a home at a desirable asking price, however, might increase buyer interest. Conventional wisdom with respect to selling a home might be falling by the wayside. Over the years, research on home sales has suggested the best season to sell a home is spring. Buyer demand has traditionally built through spring and into the summer months, when families often prefer to move because doing so does not force parents to uproot.

## About Port Washington



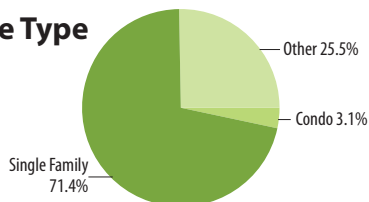
Estimated median house or condo value in 2009:

\$808,469 (it was \$408,400 in 2000)

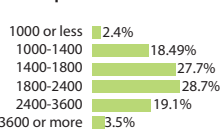
Port Washington  \$808,469

New York:  \$306,000

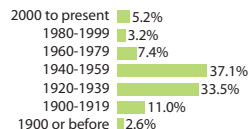
### Home Type



### Home Size in sq. ft.



### Year Built





## Benefits of our Program



- We have over **40 years** of combined real estate marketing experience both in print and online. Our magazine distribution covers the North Hempstead area with over 200 distribution locations getting your name and listings directly into the hands of sellers and buyers.
- Another advantage of working with our firm is that we are experienced **marketing specialists** and we know how brokers and agents can achieve maximum exposure for their listings in the local market and online. We implement the most advanced technologies for our website where we advertise your listings. We spend a large portion of our revenue in further marketing the site with **Google AdWords**.
- eRealtyGuide.com is on the **top of Google** for Port Washington Real Estate, Manhasset Real Estate, Roslyn Real Estate and Great Neck Real Estate. Our online marketing techniques get priority placement online. We create targeted Landing Pages that directly present your listings. So if a user searches for Port Washington real estate they will see your Port Washington listings.
- **We Connect Buyers** with your listings in the most efficient way possible. We advertise all your listings online and we send you all your leads. We also increase traffic to your website and improve your link popularity.

### *The First All-in-One Solution for Print and Web Marketing*

#### **Our Brokers Package \$599** **Includes:**

- Unlimited Listings Automatically on our highly trafficked site [www.eRealtyGuide.com](http://www.eRealtyGuide.com)
- 10 Listings in the Magazine - Distributed in over 200 locations
- Search Engine Marketing for your listings. Highly targeted, highly effective
- Directory Listing for your Office in the Magazine and Online
- Search Engine Optimization for your listings—Highly Ranked Organic Results
- Hyper-Local Content and Market Data about the local areas to engage customers
- Social Media Integration for all your listings—Facebook, Twitter, YouTube, Blogs
- 2 Hour Monthly Web Marketing and Social Media Workshop for Your office
- Area Expert Advice page available at additional charge. You will be featured as your area's expert, complete with photo and your own article.

#### **Our Agent Package\* \$99** **Includes:**

- Agent's Unlimited Listings Automatically on our highly trafficked site [www.eRealtyGuide.com](http://www.eRealtyGuide.com)
- 2 Listings in the Magazine - Distributed in over 200 locations
- Directory Listing for the Agent in the Magazine and Online
- Search Engine Marketing for your listings. Highly targeted, highly effective
- Search Engine Optimization for your listings—Highly Ranked Organic Results
- Social Media Integration for all your listings—Facebook, Twitter, YouTube, Blogs

#### **Additional Optional Services**

Websites, web marketing, search engine optimization and social media marketing. Your own office or agent magazines: from 1,000 to 100,000 copies, digest or full size. Distribution & mailing services also available. Custom pages in magazine are available.

\*Available only to participating offices.

**For More Advertising Info Visit: [www.eRealtyGuide.com](http://www.eRealtyGuide.com)**

## Submitting Your Ads

### Photos

Photos are to be submitted in maximum quality jpg format. Recommended minimum image settings are as follows:

- 1200 x 1800 pixels @ 300 dpi
- Save as a jpg file with maximum quality setting.
- Individual files should not exceed 6MB
- Submit by email to [erealtyguideart@gmail.com](mailto:erealtyguideart@gmail.com)

### Ad Copy

Submit Word Documents by email as an attachment or simply copy and paste (or type) directly into email and send to [erealtyguideart@gmail.com](mailto:erealtyguideart@gmail.com)

### Logos

We can accept logos in the following formats:

jpg • tiff • eps • pdf • psd

Please provide the highest resolution logo available.

### Ad Agency Specifications

Please supply a hi-resolution, press-ready PDF file, utilizing the following specifications:

- Trim Size: 5.75" wide x 8.75" deep
- Full Page Image Area: 4.95" wide x 7.95" deep
- 1/4" bleeds beyond the trim size
- CMYK only (no spot colors)
- Submit by email to [erealtyguideart@gmail.com](mailto:erealtyguideart@gmail.com)

### Email Requirements

- Be Sure your name, agency and telephone number is included in all email correspondence.
- All photos and corresponding descriptions need to be clearly identified to accompany one another.
- Proofs will be emailed and any changes or corrections should be received by art dept within 24 hours.

**Call Mitchell Chernow**

**Office: 516-229-7359**

**Direct: 917-749-4867**

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