



## Why be in the Tour of Remodeled Homes?

### AUSTIN

- Your work will be among a very prestigious and select number of featured remodeled projects showcased in Austin
- Gain area-wide media exposure
- Personally speak with **300+ homeowners** interested in a remodeling project - We average around 1,000 coming thru your home
- Our Tour Guide will be inserted in Austin Home Magazine 22,000 Poly-bagged to subscriber list, 3,000 for Tour Distributions plus Member Showrooms
- Austin NARI Will be doing Full page ad in Austin Home, Austin Monthly, Luxe Magazine, Austin-San Antonio Home Design & Décor, Home Improvement & Remodeling Magazine promoting the tour
- You will receive a **digital flipbook** version of tour guide to post on your own website
- Projects will be announced on all social media venues working with a firm listing all projects in detail
- Street Banners will promote the tour for 2 weeks with a total of 82,750 views per day
- Your Company will be featured on all Press Releases, Print, & social media platforms with over 170,000 impressions
- Promoted by using Austin American Statesman sticky notes the Friday before the event and an article about our Home Tour featuring one or two homes selected by editor
- Austin 360 Web Site take-over the week of the event
- Our Charity Wonders & Worries will be promoting the event thru social media & their customer database
- We spend over \$45k in advertising
- Every year the Remodelers receive contracts for future projects
- Opportunity for your home to win Coty Award ~ “Peoples Choice Award” and/or “Best of Show” selected by tour attendees and selected judges

For more information: Please contact Kayvon Leath 512-375-2601 [kayvon@austinnari.org](mailto:kayvon@austinnari.org)