

# **National Reverse Mortgage Education Center™**

## **Press Release Subscriber Service**

### **Five Strategies for Selecting Your Areas**

When selecting the counties for your press-release campaign, we suggest you consider these five strategies:

- ❶ Select the county or counties where you are currently originating reverse mortgages. This may seem obvious but there are two reasons we emphasize this strategy. First, it is easier for you to establish and build relationships with the local media by being able to visit in person. Second, you block your competition from receiving publicity from our service in your area.
- ❷ Select adjacent counties that have media outlets with coverage in the counties you are subscribing to. Although we do everything possible to protect the exclusivity of your area, overlap of media coverage from another county into your area or from your area into another county is unavoidable. We recommend you subscribe to adjacent counties that may have media outlets with coverage in the areas you are considering to make sure this doesn't happen, and to ensure you reach your entire market.
- ❸ **For lenders with offices and LO's in multiple states**, please know that we can only quote one person in press releases per subscription. You have two options:
  - 1<sup>st</sup> Set up a separate subscription for each office or LO so that they may be quoted in the press release with their contact information. The benefits to your company and offices/LO's are that you are able to establish and build local media relationships, be recognized as the expert in the local market, and open the door to other opportunities for communications in the community.

- 2<sup>nd</sup> Set up one subscription for all areas and benefit from the lower price for additional counties. If you decide on one subscription, we suggest you consider a toll-free number that would be used in your press releases that either automatically routes incoming calls to the appropriate office/LO based on the location it originates from, or you receive calls at one location and then distribute the leads accordingly.

**The following strategies are also good alternatives if you find your area is not available.**

- ④ Select counties in other states that you are licensed to work. The possible advantages to you include less competition, higher FHA loan limits and property values, and a higher concentration of senior adults. Plus, you could select counties that have not been serviced providing you a tremendous opportunity to capture a new market.
- ⑤ Select a large number of smaller populated counties. Along with providing you a special discount price on these counties, you may also realize the following advantages:
  - ⇒ Less competition.
  - ⇒ Small-town newspapers are starved for news to include in their paper giving you a much greater chance of receiving publicity.

We consider counties with a population of 250,000 or less to be eligible for a special discount when you subscribe to 5 or more counties. The following is a link to the Census Bureau for population statistics: <http://www.census.gov/popest/datasets.html> The “County population datasets” are your best source.

Selecting the right strategy is important to the success of your press-release campaign. If you have any questions, please email us at [prservice@nrme.org](mailto:prservice@nrme.org) or call 800-628-3071.