



NASHVILLE country club Culture

Advertising Promotions



Bump Up or Bump Out

1

Bump Up!

When you purchase a market place, quarter page, or half page ad, we will increase the ad size to the next size at no additional cost if you select this promotion.

--OR--

2

Bump Out!

When you purchase a premium ad size (2-Page Spread, Center Spread, Inside-Front Page, Inside-Back Page, or Back Cover), we will extend your ad program to another issue for no additional cost if you select this promotion.

Advertorial Promo

3

When you purchase a premium ad size, we will offer to publish a 1,000-word article in the same (or separate) issue as your ad at no additional cost if you select this promotion.

You can submit your article or we can write it for you. The article should provide information, inspiration, or entertainment for the readers. It will come with a photo and a call to action for the readers, complete with your contact information.

The Home Shopping Experience
By TJ Anderson
"You should buy a home!" That's what you've been hearing from everyone, right? So, by now you have likely already weighed the benefits and decided that buying a home was the best decision for you. Now what?
What Do You Want?
A year 80% of all home searches today begin on the Internet. With just a few clicks of the mouse, home buyers can search through hundreds of online listings, view virtual tours, and sort through dozens of photographs and aerial shots of neighborhoods and homes. If you have not been on the web yet, go to www.realtor.com or www.zillow.com or www.trulia.com or www.houzz.com or www.990homes.com or www.realtor.com or www.zillow.com or www.trulia.com or www.houzz.com or www.990homes.com.
Look for agents that specialize in your desired neighborhood, as they can find some homes before they even hit the market. While a computer screen is great for finding a home, buyers need to do their own due diligence as well. Drive the neighborhood, check out the lot sizes, and try to get a feel for the streets, and community. An agent's job is to represent the buyer, not the seller, and to get the best price for the buyer, not the seller.
In what's known as a "hot" market, a motivated buyer will find a home within two to three weeks. Most of my buyers find a home within business days. Good real estate agents will listen to your wants and needs and arrange to show only those homes that fit your particular parameters. Your agent should preview homes before showing them to you as well. I sell all my clients on the home first to make sure they like the overall feel.
Can I Buy With Cash? An ADVANTAGE!
With inventory rising in some neighborhoods, buyers can be in a better position to negotiate price, home inspections and other terms. A buyer's agent can help them strategize and make the most of a market in transition. Buyer's agents can help verify value in a changing marketplace, secure financing, secure financing, and structure a successful offer. They also coordinate homebuyers through the buying process and negotiate on a buyer's behalf, helping ensure that the buyer's best interests are protected.
IF A HOUSE IS HOT, IT'S HOT!
If a house is perfect in every way for you, go for it! If the price, location, condition, size, and amenities seem amazing... THEN BUY! You won't be the only one who thinks so, so you better move quickly. Even in a hot market, many homes have been on the market longer, or in better condition, or in a great location, or in a great condition. If it's the perfect house, click it up to perfect timing, and enjoy your new home!
For more info, visit www.nashville.com.
TJ Anderson is a REALTOR with The Real Estate Service in Nashville, specializing in Real Estate & Urban Homes.
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