



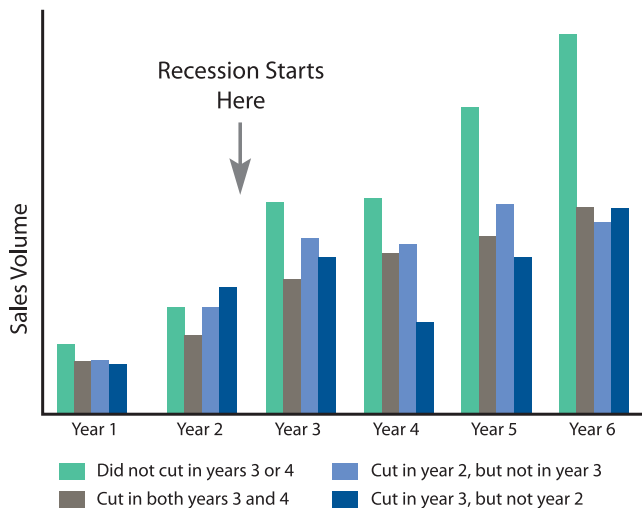
## ATTN: REALTORS®

When times are good, you *should* advertise.

When times are bad, you *must* advertise.

A series of six studies conducted by the research firm of Meldrum & Fewsmith showed conclusively that **advertising aggressively during recessions not only increases sales, but increases profits as well.** This fact has held true for all post-World War II recessions studied by American Business Press since 1949.

In a study of U.S. recessions, 600 companies covering 16 different industries were analyzed. The results showed that firms that maintained or increased their advertising expenditures during the 1981-82 recession averaged significantly higher sales growth, both during the recession and for the following three years, than those that eliminated or decreased advertising.



By 1985, sales of companies that were aggressive recession advertisers had risen 256% over those that didn't keep up their advertising. Sales for the companies studied were relatively even before the recession, but varied sharply during and after it.

In analysis of the 1990-91 recession it was found that better performing businesses focused on a strong marketing program enabling them to solidify their customer base, take business away from less aggressive competitors, and position themselves for future growth during the recovery.

Homes & Land is committed to helping you succeed by providing the best marketing solution for your dollar.

Materials compiled from a variety of sources, including America Business Media, McGraw-Hill, Penton Research Services, Coopers & Lybrand



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