



# Real Estate In-Depth

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

The Official Publication of the Hudson  
Gateway Association of REALTORS®

2024

*Connect with 13,000+ Residential and Commercial REALTORS® and  
Affiliated Business Professionals*

# Who is HGAR?

## HGAR 2024 Leadership Team



Carmen Bauman  
President



Vlora Sejdi  
President-Elect



Joseph Lippolis  
Treasurer



Rey Hollingsworth Falu  
Secretary



Tony D'Anzica  
Immediate Past President



Lynda Fernandez  
CEO

- Founded in 1916, HGAR is one of the largest REALTOR® Associations in the nation representing over 13,000+ REALTORS® and Affiliated Members
- HGAR is a Double Platinum Achievement Award Winner from the Global Business Council of the National Association of REALTORS®
- Our geographic area includes:
  - Westchester
  - Putnam
  - Rockland
  - Orange
  - Bronx
  - Manhattan
- HGAR co-owns and operates OneKey® MLS with 44,000 listings in the greater NY Metro area
- We have office locations in:
  - White Plains (Headquarters)
  - Bronx
  - Goshen



# Benefits of Affiliate Membership with HGAR



- Business Page on HGAR website
- Welcome Eblast to our 13,000+ Members
- Social Media Announcements
- Ability to host “Breakfast with Benefits” Program
- Networking with HGAR REALTORS® and other Affiliates
- Ability to gain Global Visibility & Exposure
- HGAR Daily Update and REID Weekly digital newsletters delivered to your inbox
- Access to “Members Only” Events
- First Choice for Event Sponsorships
- Opportunities to Serve on some HGAR Committees







# Building Exposure and Awareness with HGAR

- Join HGAR as an Affiliate Member
- Attend events and Network with our Members
- Sponsor an Event:
  - CID (Commercial & Investment Division) (Monthly)
  - HG Realtor Foundation Fundraising (Monthly)
  - RPAC (Realtors Political Action Committee) (Monthly)
  - Major Events (see following page)
- Get Involved in an HGAR Committee
- Market your business with *Real Estate In-Depth* online or through our digital newsletters

# HGAR Major Events for 2024



- Installation Gala – February 1
- Fair Housing Summit – TBD
- HG Realtor Foundation Gala – May
- DEI Summit – June
- Bronx Golf Outing – June
- Global Real Estate Summit – October
- Member Appreciation Day – October
- HG Realtor Foundation Holiday Party – November
- Bronx Chapter Holiday Party – December
- Regional Events (Quarterly in various counties)



## What is Real Estate In-Depth?

- Founded in 1926, Real Estate in Depth (originally known as Westchester REALTOR® ) is the **ONLY** real estate trade publication covering the lower Hudson Valley, and parts of New York City.
- Our audience comprises REALTORS® and related business professionals, government and economic development leaders, global partners and associations.
- Our news coverage includes:
  - Residential Real Estate
  - Commercial Real Estate
  - Economic Development
  - Market Stats
  - Industry Trends
  - Legislative and Business News
  - And Much More!



# Real Estate In-Depth Online Packages

## INTRODUCTORY RATES

**Platinum Package: 12 Month: \$500 per mo. | 6 Month: \$550 per mo.**

**Plus at Least 1 Sponsored Content (\$500 per article about your firm)**

- Half Page
- Leaderboard
- Medium Rectangle
- Sponsored Content (Limited to 500 words and one image)

**Gold Package: 12 Month: \$500 per mo. | 6 Month.: \$550 per mo.**

- Half Page
- Leaderboard
- Medium Rectangle

**Silver Package: 12 Month.: \$400 per mo. | 6 Month.: \$450 per mo.**

- Leaderboard
- Medium Rectangle

**HGAR Daily Update: \$2,000 per Month – Open Rates 40 to 60 Percent!**

- Every Monday through Friday (except Holidays)
- Leaderboard Ad – Average 22 newsletters per month

*Half Page: 300 x 600 | Medium Rectangle: 300 x 250 | Leaderboard: 728 x 90*



## NAR Chief Economist Forecasts Existing Home Sales Will Rise 15% Next Year; Mortgage Rates Will Range Between 6%-7% by Spring 2024

Real Estate In-Depth | November 15, 2023



ANAHEIM, CA—Elevated mortgage rates, high home prices and limited housing inventory are making the dream of homeownership difficult for Americans, according to NAR Chief Economist Lawrence Yun.

Yun analyzed the current state of the U.S. residential real estate market and shared his 2024 outlook yesterday (Nov. 14) during the Residential Economic Issues and Trends Forum at the 2023 NAR NXT, The Realtor Experience, in Anaheim, CA.

He explained that high mortgage rates and low inventory have dominated 2023, saying, "Twenty-year-high mortgage rates have held

Search

R

HGAR's Day'

Broker/Meeting

2023 Av

HGAR 10 Member

NAR Att Represe Thing of



# Real Estate In-Depth Client Testimonials



“Ever since we became an Affiliate Member and we began doing the *Breakfast with Benefits*, program, we have engaged with over 150-200 agents per call. This has helped us break into the market and develop relationships with not only agents, but also managers and brokerages. This is one of the best investments we ever made.”

*Alex Montalenti, Founder, RealGrader*

“HGAR is a great opportunity that has helped me and in return, I have helped many agents. HGAR really fights for REALTOR® rights, provides great education, hosts amazing events and I am proud to be a member.

*Mark Aakjar, Owner, Mark's Inspections Inc.*



“My business has grown substantially since I began advertising with *Real Estate In-Depth*. I receive tremendous feedback from our readers, so I know my ad is seen. It's an inexpensive way to expose my service to REALTORS® “

*Rich O'Donnell, Partner, O'Donnell & Cullen Property Tax Consultant*

“Advertising with *Real Estate In-Depth* has been a success for our Agency. The articles are timely and relevant. The cost of advertising is affordable and the perks that go with it make it a win/win.

*JoAnne Murray, President, Allan M. Block Insurance Agency, Inc.*



**HGAR**

# Real Estate In-Depth

**CONTACT:** Mary Prenon, Director of Communications

[mary.prenon@hgar.com](mailto:mary.prenon@hgar.com)

914-681-6044 (office)

914-552-0983 (mobile)

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