

ManawatuStandard

My place, my paper.

Putting us on the map

Several months ago I was approached by a well spoken, clean cut gentlemen by the name of Aiden Boswell. Aiden presented to me a comprehensive map that we could adapt for Open Homes within our weekly property section. The map displayed the exact location of the individual homes and highlighted them with a flag or icon of your choice. The text also could be arranged in many ways to suit the vehicle of delivery. Immediately I recognized the potential this product had for ease of use for readers and the point of difference it presented to our Newspaper in a competitive market.

Now well down the track, I have found the Mapit company a pleasure to deal with. Even though getting Aiden to buy a beer is a little like pulling teeth. They are flexible, helpful and most accommodating to our requirements. The introduction of the map has generated many positive comments from both the public and Real Estate investors. It has increased the visibility of our product, being carried around by more potential buyers each week. Agents have noted the increase of foot traffic through their Open Homes. And If I say so myself, Mapit has contributed to the effectiveness of one of the best Newspaper real estate sections in the country.

We intend to continue our relationship, and one day, who knows, Aiden may even shout that beer.

Steve Whitmore
Advertising/Business Development Manager

T 06 350 9839 extn 8522
F 06 350 9545
M 027 489 5840
E steve.whitmore@mssl.co.nz

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www.manawatustandard.co.nz