

Client of the Month ~ The First-Time HomeBuyer Magazine

This magazine is not officially a client, but I have sent some of my clients there to place advertising. So, let's call it an 'affiliated business'. What I love the most about this magazine is that it is directed at anyone who is interested in becoming educated on home ownership, not just first-time buyers. **The First-Time HomeBuyer Magazine** motivates and encourages its readers to move towards their goal of obtaining the ultimate American Dream, providing detail information for before, during and after buying a home.

According to a recent Hartford Business Journal article on the magazine, "Many real estate guides and magazines list where to look for homes, but **The First-Time Homebuyer** focuses on the 'how to' issues that can befuddle first timers: how to shore up credit, how to shop for a mortgage, and how to figure out what kind of property is affordable. With the housing market decline, Siobhan Becker, editor in chief, says the magazine has arrived at just the right time when more people are realizing they need a this type of educational guide."

This magazine brings its readers a user-friendly, unthreatening approach to the home buying process. It shields them with powerful knowledge that will help prevent them from being taken advantage of, aid them in making decisions that will best suit their needs, and make their home buying experience financially sound and less stressful. Everyone experiences some nervousness when buying a first home, but with the base of knowledge the reader can gain from **The First-Time HomeBuyer Magazine**, their new home will represent just the first of many positive real estate transactions.

Each issue has articles on the home buying process, mortgages, credit and financial fundamentals, helpful tips, and "buyer beware" information. In addition, the magazine reports motivating stories and testimonials that help make the reader know they can become homeowners and thus begin to take proactive steps towards buying. Like most consumers, home buyers want to know the do's and don'ts, the industry secrets, and how to take the best road to reach their goal.

On the magazine website, they also offer information on home buying events, workshops and seminars as well as articles with easy online access on education, financial fitness, legal aspects, mortgage and credit fundamentals, home improvement, insurance and predatory lending.

The magazine was founded in 2005 and is published six times a year with special issues throughout the year. In November of 2007, the magazine became 'zoned' with individualized versions around counties like New Haven, Fairfield County and New London. This can provide a more regional opportunity for small businesses to use this magazine as a marketing vehicle when they are looking to reach the homeownership market.

The First-Time Homebuyer is distributed at gas stations, grocery stores, real estate and mortgage offices, some big-box retailers and housing nonprofits around central Connecticut and Massachusetts. One of the magazine's biggest partners early on was the Connecticut Housing Finance Authority, which buys advertising and writes a monthly column in the magazine.

Rose Holbrook, CHFA marketing and customer service coordinator, shared with the Hartford Business Journal, "The magazine is a good complement to homebuyer education programs such as those the CHFA sponsors."



For more information on advertising in **The First-Time HomeBuyer Magazine**, you can contact Siobhan Becker or Joseph France at 860-523-5982 or via their website at www.firsttimehomebuyer magazine.com.

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