

YEAGER MARKETING

LOCAL VENDOR SHEETS

2024-25

Yeager Marketing

Call/Text (239) 826-1533

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Local Vendor Sheet (LVS) Annual Cost - \$7,200



- Drops to almost 39K homes every month to 54 different communities
- Total Distribution for the year – 470,000 homes (39K per month)
- LVS is inserted into neighborhood specific newspapers every month
- Vendor Sheets drop twice a month by region
 - o Fort Myers drops at the beginning of the month (28K homes)
 - o Bonita, Estero, NFM drop during the middle of the month (11k homes)
- Only ONE advertiser per category – 30 Total Advertisers
- Monthly Payments of \$600 due on the 15th of each
- This is our 9th year of doing the Local Vendor Sheet (LVS)
- I have many references available upon request.
- Added Benefit – Quality leads provided in affluent neighborhoods



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Local Vendor Sheets Distribution

Bonita/Estero	Neighborhood	Avg Home Value	City	Zip	Total Homes	Per Month Avg
Bonita Bay		\$875K	Bonita	34135	33,250	2,771
Brooks	Copperleafe	\$859K	Bonita	34135	30,175	2,515
Brooks	Lighthouse Bay	\$385K	Bonita	34135		
Brooks	Pebble Point	\$684K	Bonita	34135		
Brooks	Shadow Wood	\$672K	Bonita	34135		
Brooks	Spring Run	\$362K	Bonita	34135		
Pelican Landing		\$775K	Bonita	34135	23,325	1,944
Grandezza		\$448K	Estero	33928	6,800	567
Stoneybrook		\$385K	Estero	33928	13,325	1,110
Villages at Country Creek		\$265K	Estero	33928	8,400	700
Total for Bonita/Estero				10	115,275	9,606

Ft Myers - Daniels / Tree Line	Neighborhood	Avg Home Value	City	Zip	Total Homes	Per Month Avg
Cross Creek	Daniels	\$200K	Ft Myers	33912	7,000	583
Eagle Ridge	Daniels	\$465K	Ft Myers	33912	8,100	675
Gateway	Daniels	\$378K	Ft Myers	33913	51,250	4,271
Heritage Palms	Six Mile	\$266K	Ft Myers	33966	18,950	1,579
Botanica Lakes	Tree Line	\$401K	Ft Myers	33913	41,650	3,471
Bridgetown at Plantation	Tree Line	\$589K	Ft Myers	33913		
Marina Bay	Tree Line	\$481K	Ft Myers	33913		
Pelican Preserve	Tree Line	\$376K	Ft Myers	33913		
Plantation, The	Tree Line	\$600K	Ft Myers	33912		
Verandah		\$630K	Ft Myers	33905	15,950	1,329
Total for Daniels/Tree Line				10	142,900	11,908

N Fort Myers	Neighborhood	Avg Home Value	City	Zip	Total Homes	Per Month Avg
Heron's Glen	US41 N	\$375K	N Ft Myers	33917	15,700	1,308
Burnt Store Lakes	Burnt Store	\$400K	Punta Gorda	33950	11,850	988
Burnt Store Marina	Burnt Store	\$355K	Punta Gorda	33950	20,600	1,717
				3		
Total for North Fort Myers					48,150	4,013



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Local Vendor Sheets Distribution – Continued

S Fort Myers	Neighborhood	Avg Home Value	City	Zip	Total Homes	Per Month Avg
Forest	US 41 S	\$332K	Ft Myers	33908	12,050	1,004
Gulf Harbour	McGregor	\$602K	Ft Myers	33908	19,475	1,623
Caloosa Creek	Iona	\$630K	Ft Myers	33908	35,900	2,992
Catalpa Cove	Iona	\$1,025,000	Ft Myers	33908		
Coconut Creek	Iona	\$775K	Ft Myers	33908		
Deep Lagoon Estates	Iona	\$957K	Ft Myers	33908		
Harbour Isles	Iona	\$409K	Ft Myers	33908		
Jonathan Harbour	Iona	\$2,000,000	Ft Myers	33908		
Kelly Greens	Iona	\$224K	Ft Myers	33908		
Mandolin Bay	Iona	\$232K	Ft Myers	33908		
Mastique Towers	Iona	\$850K	Ft Myers	33908		
McGregor Woods	Iona	\$544K	Ft Myers	33908		
Palmetto Point	Iona	\$1,381,000	Ft Myers	33908		
Punta Rassa	Iona	\$510K	Ft Myers	33908		
Seabreeze Cove	Iona	\$350K	Ft Myers	33908		
Shell Creek/Palm Acres	Iona	\$1,350,000	Ft Myers	33908		
Shenandoah	Iona	\$1,750,000	Ft Myers	33908		
St. Charles Harbor	Iona	\$2,000,000	Ft Myers	33908		
Summerwood	Iona	\$615K	Ft Myers	33908		
Veridian	Iona	\$775K	Ft Myers	33908		
Landings	McGregor	\$314K	Ft Myers	33919	24,300	2,025
Town and River	McGregor	\$801K	Ft Myers	33919	7,500	625
Whiskey Creek	McGregor	\$349K	Ft Myers	33919	21,900	1,825
Belle Meade	Winkler Way	\$690K	Ft Myers	33908	42,550	3,546
Colony Lakes	Winkler Way	\$390K	Ft Myers	33908		
Crown Colony	Winkler Way	\$500K	Ft Myers	33908		
Heritage Farms	Winkler Way	\$622K	Ft Myers	33908		
Laguna Lakes	Winkler Way	\$371K	Ft Myers	33908		
Lexington	Winkler Way	\$300K	Ft Myers	33908		
Southwind	Winkler Way	\$572K	Ft Myers	33908		
Wellington	Winkler Way	\$529K	Ft Myers	33908		
Total South Fort Myers				31	163,675	13,640