

In early 2011, Santhosh Mathew, a Real Estate Agent in Peel Region, Ontario, wanted to expand his business. He turned to OUTFRONT Media. A strong targeted plan was built that combined long-term and short-term advertising components in the Mississauga area: Superboards, Transit Shelters, and Bus Seventies. The OUTFRONT Media Creative Group developed an eye-catching creative with high-contrast colours and type to make sure that Santhosh got noticed. In just five short months, his business received so many calls and referrals, he hired six people to keep up with his demand. Now, everywhere he goes, he's recognized and approached by potential clients, his listings are piling up and business is booming. Life is local and so is Outdoor! For real estate agents, nothing but Outdoor provides the best targeted reach to your clients, in your territory.



"Before OUTFRONT Media, I was a nobody. Now I'm a somebody!"

The billboards and bus ads provide the right exposure to home buyers and sellers and the referrals are just pouring in. There's no doubt in my mind that Outdoor advertising works - my success proves it!"

Santhosh Mathew
Broker, ReMaxRealty Specialists Inc.

