

PALM SPRINGS LIFE

# *market* WATCH

2019-2020



## OVERVIEW

*your expert resource for  
Coachella Valley real estate  
market intelligence*

# INTRODUCTION

Market Watch, a nationally recognized real estate advisory company, assembles experienced professionals and comprehensive data from California Desert MLS & Palm Springs Regional MLS in order to provide clients with carefully formulated market evaluations and strategies. The principals of Market Watch, Vic Cooper and Mike McDonald, have extensive experience in all aspects of residential development and marketing, ranging from initial market opportunity analysis to the closing of the sale of the last home.

*Palm Springs Life*, California's Prestige Magazine, partners with Market Watch to provide up-to-date coverage of the new and resale home markets, as well as forecasts for the new home market in the Coachella Valley.







*Palm Springs Life Market Watch* holds three real estate events each year, targeted to homebuyers, builders, and real estate financial and sales professionals. The events are open to the public, and each focuses on a current real estate topic specific to the Coachella Valley area.

### Upcoming Market Watch Events:

- **2019 Fall Seminar:**

**Tuesday, November 12, 2019**

Topic: *Wage gains are coming!*

*How will it impact Valley housing and housing everywhere?*



## TESTIMONIALS



*Today's breakfast was one of the most informative I have ever attended in all my years of local, state and national meetings. Talk about information you can take to the bank! Wow! And Palm Springs Life just keeps getting better and better. Very sleek and sophisticated.*

— Craig Wesley, former president of the Desert Association of Realtors, Prudential Realtor, and active in new home sales.

*Thanks for the invitation to this event today— really enjoyed it, and very well done!*

— Christy Majors, Vice President, Business Banking, Bank of Southern California

*I sat next to you today at the Market Watch presentation, and you asked me if I thought the material was worth my time. It was! It's so important for me to know my numbers and to understand the market. I greatly appreciate your support, and thank you for sponsoring this event.*

— Mark Wasserman





A sponsorship with *Palm Springs Life* Market Watch places your business and services directly in front of the real estate homebuyer — in print, online, and in all Market Watch real estate event promotions.

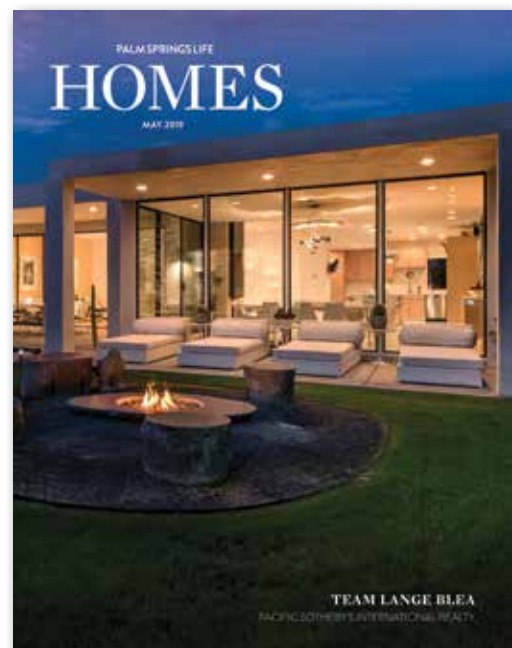
Advertising in *Palm Springs Life* reaches more than 80,306 monthly print and digital readers who represent one of the most concentrated wealth pockets in the United States.

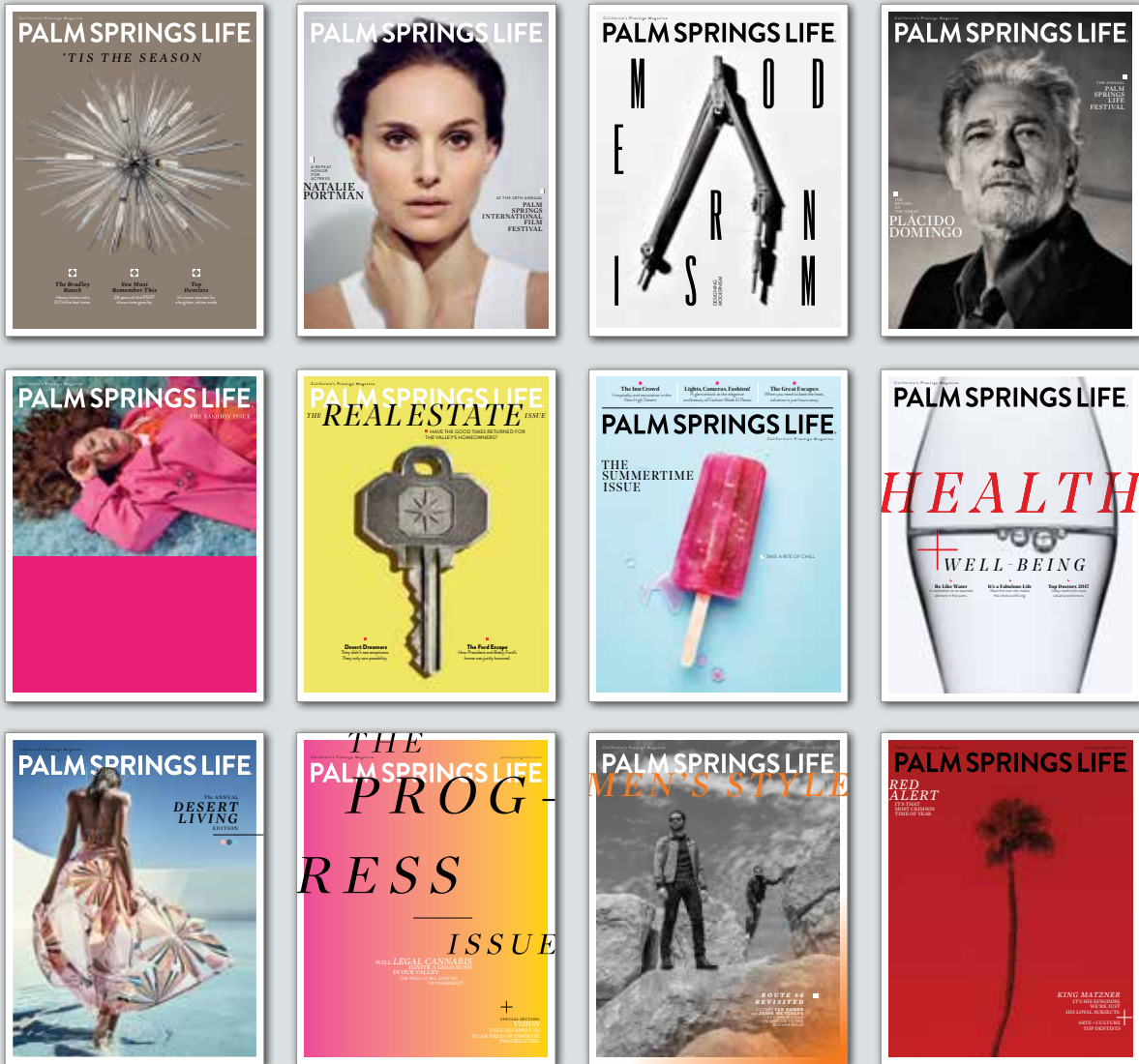
- 66% live in the Greater Palm Springs area
- 34% live in affluent enclaves of Southern California and markets nationwide
- Average household income is \$373,800
- Average net worth is \$3,040,000

*Palm Springs Life HOMES* delivers results for real estate agents, with 20,000 copies distributed to more than 200 locations throughout the Coachella Valley ten times a year.

*PalmSpringsLife.com* receives 203,610 unique monthly visitors to the website editions of *Palm Springs Life* and *Palm Springs Life HOMES*.

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