



**MEDIA ALERT**

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FOR IMMEDIATE RELEASE

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**Homes & Land Announces New Home Page and Content**

TALLAHASSEE, Fla. — As part of a continued focus on optimizing the consumer experience, Homes & Land is pleased to announce the launch of a new home page for HomesAndLand.com. The updated site is designed to improve engagement and add value for advertisers through increased leads.

HomesAndLand.com now has a fresh look and easy-to-use search features. Homebuyers and sellers can view a local Homes & Land magazine online or digitally subscribe to a local magazine, a unique feature among real estate search portals.

The new HomesAndLand.com also offers quality content on a variety of real estate and home improvement topics. The just-launched “RealTips” section is intended to make buying, selling and improving easier and more enjoyable for consumers while increasing opportunities for advertisers. All of the newly released enhancements have been put in place to bolster HomesAndLand.com’s ranking among organic search results.

Through both print and online products, Homes & Land remains committed to extending its position as a local real estate resource. For more than 40 years, the company has been connecting buyers and sellers with real estate professionals.

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Homes & Land publishes more than 27 million magazines every year and welcomes 1.3 million unique visitors every month on HomesAndLand.com. Headquartered in Tallahassee, Florida, Homes & Land is now owned and operated by NewPoint Franchisor, LLC.