



**ADD ON
TO YOUR
PROFITS**



**Advertise in the new Home Improvement Guide
in the Verizon Yellow Pages.**

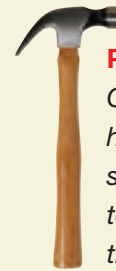
Home Improvement Spending Projections³ (In billions)



Improve Your Business

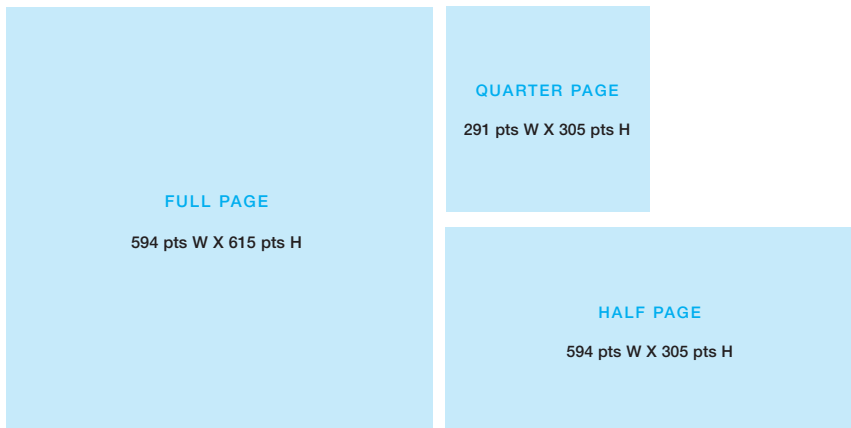
America has caught home improvement fever. Many homeowners today are looking to remodel rather than buy new. The age of the average home in the United States is 32 years and climbing¹, and increased home prices have led to more equity for renovation. Remodeling and home improvement spending nationwide totaled a record \$275 billion in 2005², and there's no end in sight. Your Verizon Sales Representative can provide you with housing statistics for your area.

In 2006, remodeling growth is expected to outpace new home building. If your business provides products or services related to home improvement, then the remodeling boom can mean big business in the coming years. Advertising in the new Home Improvement Guide in the Verizon Yellow Pages will target consumers looking for remodeling-related businesses such as yours.



Hammering the Point Home

Over the next five years, home improvement spending is expected to increase by more than 20%.³



Home Improvement Guide categories include:

- Appliances
- Building & Remodeling
- Cabinetry & Countertops
- Cleaning & Maintenance Services
- Design/Architectural & Interior
- Doors & Windows
- Flooring & Carpet
- Furniture
- Hardware
- Heating & Air Conditioning
- Home Electronics & Communications
- Interior Décor
- Kitchen & Bath
- Lawn & Garden
- Lighting/Electrical
- Outdoor Living
- Painting & Wall Coverings
- Plumbing
- Professional Services
- Safety & Security
- Storage & Organization/Moving

The opportunity is now. Full page, half page and quarter page ads are still available. If you're not in the new Home Improvement Guide, your competitors will improve at your expense. Call 1-800-XXX-XXXX today.

¹ Joint Center for Housing Studies, Harvard University.

² "Home Remodeling Hit a Record in '05," *The Dallas Morning News*, January 14, 2006.

³ Source: Home Improvement Research Institute, Tampa, Florida.

