



PROFESSIONAL  
RESEARCH  
SERVICES

PEER-REVIEWED professional lists — Top Doctors, Lawyers, Dentists, and Chiropractors are unquestionably some of the most successful sections published in city and regional magazines. Magazines that have published these lists have seen dramatically increased newsstand sales, web activity, and advertising sales! Furthermore, these features connect with a large number of professionals and their staff, families, and customers. The multiplier effect is quite significant.



UNTIL NOW, publishers and editors were faced with conducting this highly laborious and costly peer-review research on their own, or engaging a third-party provider who might not have the best interests of the magazine in mind. The need for solid research methodology, timely service, and a partner who understands your unique situation has never been greater.

## **Straightforward Methodology**

PRS produces top professional listings through the use of peer-review surveys, emailed and mailed directly to local practitioners within a client's target market. Professionals are asked to nominate colleagues they deem best in their given specialties. Once the results are processed, PRS tabulates and licenses the data, providing it in an easy-to-use format to the client for use in their publication.

## **Benefits**

PRS customizes its work to specifically meet the timeliness, geographic locale, and service standards of publishers. With an emphasis on accurate data collection and fact-checking, PRS provides the client and its readers with trusted, high-quality content.

## **Typical Timeline**

### **Month 1**

- Sign license agreement
- Approve target list, art work and survey area

### **Month 2 and 3**

- Survey in field

### **Month 4**

- Gather returned surveys and begin tabulation and analysis
- Deliver data to magazine

## Real Estate All Stars

PRS just recently launched a Real Estate All Star program that will identify a region's top realtors by volume. PRS will survey all licensed agents and brokers in your market to assess and verify each agent's total sales volume. The general window from initial agreement to publishing is 9 months. Within this time frame, PRS researches the total agents and brokers in the area and provides the publication a clean, fact checked list of agents, which represent the top 5-10% in the market.

## BONUS!

With each Real Estate survey conducted, PRS will also provide a Top Mortgage Professionals list as nominated by agents and brokers. This will provide a healthy secondary sales opportunity for each publication.

## Typical Timeline

### Month 1

- Publisher signs Real Estate All Star contract
- Research parameters are set
- Art work and submission site are developed

### Month 2 and 3

- PRS is in the field gathering and verifying data

### Month 4 and 5

- Final list is compiled and fact checked
- Final list delivered to the publication



**Call us today to help  
you increase readership  
and revenue through a  
partnership with PRS!**



**Sofia Pinkhasova,  
Marketing Research Manager**

Professional Research Services  
5750 New King Dr., Suite 100  
Troy MI 48098  
248.691.1800 x164  
SPinkhasova@prscom.com

**John Balardo,  
President**

Professional Research Services  
5750 New King Dr., Suite 100  
Troy MI 48098  
248.691.1800 x101  
jb@hour-media.com



Associate Member of the CRMA