

Why it's better to have a Rep

- ▶ The main point is visibility at the agencies. Stations that show up as "not repped" to buyers means that they have no easy way to get your information. Maybe they'll call us, or another rep firm, maybe not. Maybe they'll call you, but often they won't. Instead, they'll buy another station in your market that does have a rep, since it's so much easier for them to deal with.
- ▶ Next, it's your ability and ours to stay on top of accounts for you. Without a contract, we can't call buyers to ask about accounts, find out about buys and when things are coming up, how they buy the overall market etc. We can't be proactive on your behalf, and that is an important part of the sale. Once you go on contract, that changes. Then they look upon us as bona fide reps for you, otherwise they wonder whether the station really wants us collecting info for them.
- ▶ Some stations think that by not having a designated rep, they get rep firms "competing" for their business. I understand that thought, but actually it is wrong. First, it means nobody is really pitching for you in the sense of pre-selling and selling the real value of the stations. Nobody is trying to get you the highest rates possible, because what's really happening when the reps are competing for your business, is they are vying to see who can get the lowest rates from you - because the agencies will always take the lowest rates they get for a station. It's the agencies who are the beneficiaries of this competition, not stations.
- ▶ You won't lose anything by aligning with one rep firm. All rep firms work with the same agencies. It's just that when the agencies think you are not repped, they don't know who to call, so they may pick one or another. When you sign with us, all national agencies will send us avails they may have for your market. You won't lose any accounts.
- ▶ That's why we say it's better to have a rep firm on contract. Even if it's not Local Focus, having a rep will serve you better. None of us are perfect, but with Local Focus, you get a very strong national team of sellers and a company small enough to watch over our stations and always be pushing for the biggest shares.
- ▶ Find out more [about Local Focus](#) or [contact us](#) today