



BIZ DEV BUZZ

INTEL FOR LOCAL BROADCAST TV SELLERS

CATEGORY SPOTLIGHT:
Home Renovation

TV Success Story: **RENOVATION REALTY**



Brian Allers
EVP, Business Development
TVB



Keith Christian
President
Renovation Realty, Inc.



Home renovation is one of the fastest growing categories we're seeing in local advertising right now. These are high value services that require consumer investment, trust, and a strong local presence.

When you need to reach homeowners, nothing builds credibility like appearing consistently on broadcast TV.

To learn more, watch my conversation with Keith Christian who shares how, through strategic investment in local broadcast TV advertising, his company, Renovation Realty, grew into a \$38 million-a-year business!

[Watch the TV Success Story: Renovation Realty Webinar VOD!](#)

- Brian Allers, *EVP, Business Development*

AUTOMOTIVE UPDATES

From Trisha Ripperger, EVP, Chief Client & Marketing Officer

[Click Here](#) for the **January 2026 Automotive Spotlight!**

There you'll find details on the new and used vehicle market, pricing information, consumer spending, interest rates, and more!

THE ROAD AHEAD



How to Prepare for a Dealer Meeting



Trisha Ripperger

EVP, Chief Client & Marketing Officer
TVB

Don't miss this chance to learn how to prepare for a dealer meeting! You'll gain actionable advice on:

- How to do your research
- How to understand dealer's obstacles
 - How to prepare smart questions
 - And so much more!

[Watch the Exclusive VOD Webinar!](#)



Category Sales Certification

TVB ON THE ROAD



WHERE WE'VE BEEN – JANUARY

– Station Sales Training –

Monterey, CA | Champaign, IL | Sherman, TX | El Paso, TX | Las Cruces, NM
Orlando, FL | Denver, CO | Tampa, FL | Atlanta, GA | Palm Springs, CA

– Automotive Sales Training –

Champaign, IL

– One-on-Ones –

Orlando, FL | Tampa, FL

WHERE WE'RE GOING – FEBRUARY

– Station Sales Training –

Augusta, GA | Norfolk, VA | Minneapolis, MN
Monterey/Salinas/Santa Cruz, CA | Fort Myers, FL | Kansas City, MO | Atlanta, GA
Santa Barbara/Santa Maria/Santa Cruz, CA | Idaho Falls, ID | Charlotte, NC

– Road Show –

San Diego, CA

– **One-on-Ones** –
Atlanta, GA | Charlotte, NC

CONTACT US:

For information on scheduling a one-on-one sales call and/or TVB Road Show in your market, please [contact Brad](#) directly. We look forward to working with you this year!

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