

TVB**BIZ DEV BUZZ**

INTEL FOR LOCAL BROADCAST TV SELLERS

CATEGORY SPOTLIGHT:

Home Improvement

TV Success Story:
GOOD GREEK MOVING & STORAGE
Home Improvement



Brian Wexler
EVP, Business Development
TVB



Spero Georgedakis
Founder & CEO
Good Greek Moving & Storage

Lolly Bogatz
VP, Media & Marketing
Good Greek Moving & Storage

the edge

The money consumers spend on home services is deeply personal, whether it's moving, storing belongings, or settling into a new home. More than anything, the home services category is built on trust, recognition, and consistency. Local broadcast TV is the only medium that offers all three effectively. By leveraging the trust provided by local TV, Good Greek Moving & Storage was able to craft a powerful narrative that resonates with consumers.

To learn more, watch my conversation with Spero Georgedakis, Founder & CEO and Lolly Bogatz, VP, Media & Marketing, Good Greek Moving & Storage. Find out how they harnessed the power of local broadcast TV to reach and engage with their local community and increase their brand awareness and business success!

[Watch the TV Success Story: Good Greek Moving & Storage Webinar VOD!](#)

- Brian Wexler, EVP, Business Development



AUTOMOTIVE UPDATES

From Trisha Ripperger, EVP, Chief Client & Marketing Officer

February New Car Sales Review

	2026	2025	% Change
Total Sales	1,197,312	1,215,074	-1.46%
Retail Sales	950,677	963,467	- 1.32%
SAAR	16.0 mil	16.0 mil	- 0.0%
Retail SAAR	13.0 mil	12.7 mil	+2.36%

In February, the U.S. auto market stabilized after a weather-disrupted January, with sales rebounding modestly but still trailing year-ago levels as affordability pressures persisted. Used-vehicle demand strengthened on the back of tax refunds and improved credit availability, tightening days' supply—especially in affordable segments—while new-vehicle inventory remained selective and price-sensitive. Automakers continued to recalibrate EV production, elevating the role of hybrids as a practical bridge for consumers balancing cost and efficiency.

As higher prices and interest rates kept owners in their vehicles longer, fixed operations delivered steady profitability, reinforcing February as a month that rewarded disciplined inventory alignment, strong used-vehicle execution, and service-driven growth strategies.

[Click here](#) for the **February 2026 Automotive Snapshot**

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



Bringing Auto Revenue Back to Broadcast



Trisha Ripperger

EVP, Chief Client & Marketing Officer
TVB

Trisha Ripperger, *EVP and Chief Client & Marketing Officer*, TVB, shares actionable tips and strategies to help local broadcast TV sellers better support automotive clients in driving customers to their dealerships.

In this on-demand video, she covers:

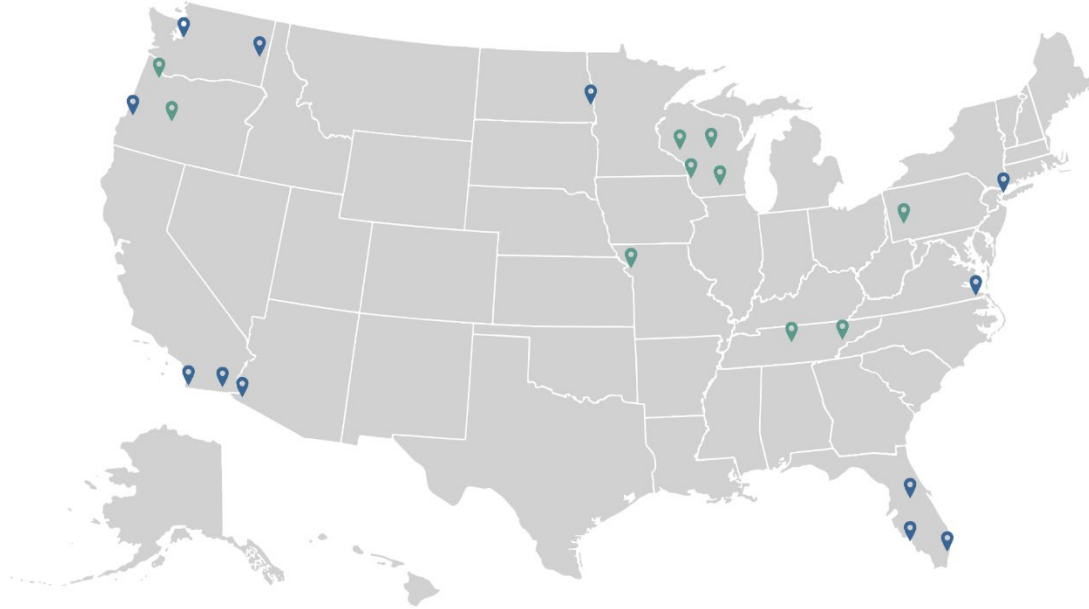
- Key areas of opportunity for auto dealerships
- Dealer perspectives on endemic partners like Cars.com and Autotrader
 - How dealers view media companies
 - What differentiates media from endemic partners
- Recommended go-to-market media strategies for auto dealers

[Watch the Exclusive VOD Webinar!](#)



Category Sales Certification

TVB ON THE ROAD



WHERE WE'VE BEEN:

- Station Sales Training -

Orlando, FL | Seattle, WA
Fargo, ND | Eugene, OR
Yuma, AZ | El Centro, CA
New York, NY | Norfolk, VA
Spokane, WA | Miami, FL
Ft. Myers, FL

- Road Shows-

Orlando, FL | Norfolk, VA
San Diego, CA

- Industry -

Golden Mic Awards | AAPC Pollies



WHERE WE'RE GOING:

- Station Sales Training -

Bend, OR | Pittsburgh, PA
Nashville, TN | Portland, OR
Knoxville, TN | St. Joseph, MO

- Road Shows-

Eau Claire, WI | Wausau, WI
Madison, WI | La Crosse, WI

- One-on-Ones -

Pittsburgh, PA | Nashville, TN

- Industry -

Executive Board Meeting | NAB Show

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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