

NEW YORK'S FASTEST GROWING REAL ESTATE NEWS PLATFORM

2012

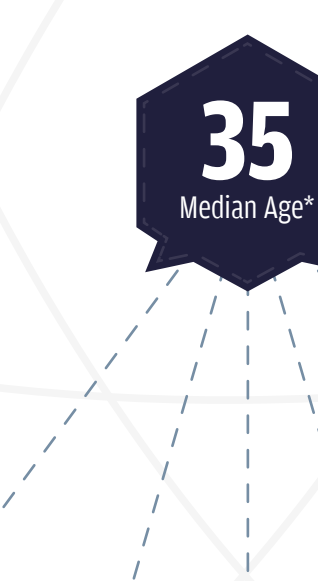
ONLINE MEDIKIT

REAL ESTATE NEWS IN REAL TIME

BP AUDIENCE

BROKERPULSE

SMART READER



47%

REAL ESTATE PROS

17%

FINANCIAL SERVICE PROS

32%

MAINSTREAM

DUAL AUDIENCE

45% FEMALES*

SOURCE | *COMSCORE

55% MALE*

SOURCE | *GOOGLE ANALYTICS

18-24
7%

25-34
28%

35-44
32%

45-54
25%

55+
8%

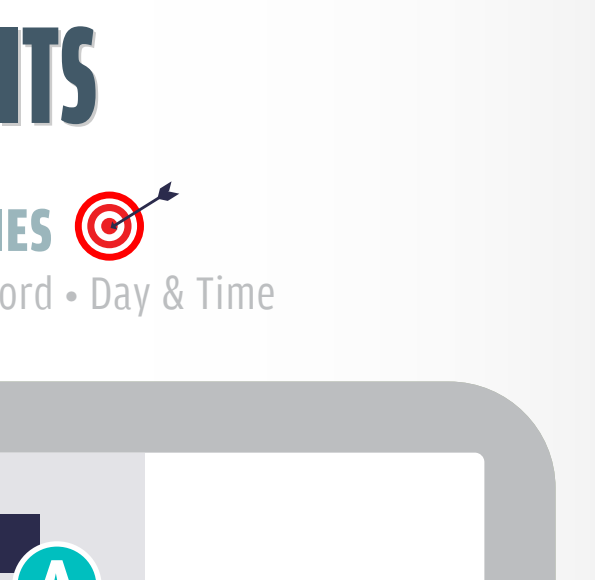
INFLUENCE

76% OF BROKERPULSE READERS INFLUENCE DECISIONS AT WORK AND HOME

BP innovates in ways that is creating new opportunities for Real Estate brands

AFFLUENCE

\$98K | AVERAGE HOUSEHOLD INCOME 97 TIMES MORE LIKELY TO HAVE A DEGREE



EXPANDING MARKET REACH

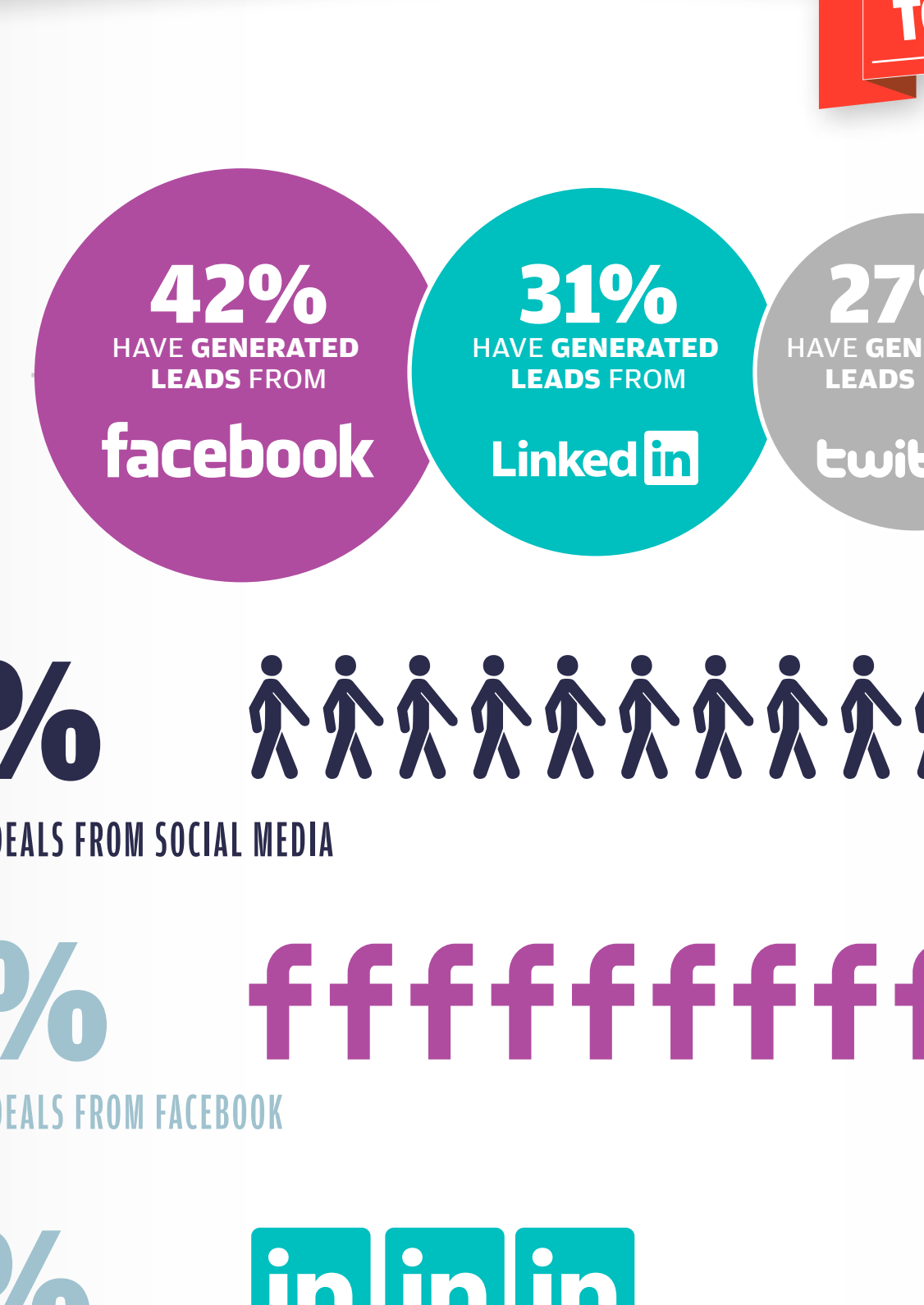
Analytics and Projections
Google Analytics | BUDDY#MEDIA

ADVERTISING

DISPLAY AD UNITS

TARGETING CAPABILITIES

Geo Targeting • Browser • Content • Keyword • Day & Time



EFFICIENCY • PRODUCTIVITY

BROKERPULSE INTEGRATES YOUR ADS ON

Facebook, LinkedIn and Twitter - Fully Optimizing the Power of Social Media

INCREASED SOCIAL MEDIA FOLLOWING

MEASURABLE CLIENT LEAD GENERATION

GREATER BRAND VISIBILITY IN MEDIA & MARKETPLACE

TOP RESULTS

42% HAVE GENERATED LEADS FROM facebook

31% HAVE GENERATED LEADS FROM LinkedIn

27% HAVE GENERATED LEADS FROM twitter

52% HAVE CLOSED DEALS FROM SOCIAL MEDIA

24% HAVE CLOSED DEALS FROM FACEBOOK

17% HAVE CLOSED DEALS FROM LINKEDIN

11% HAVE CLOSED DEALS FROM TWITTER

PROMOTED CONTENT

VALUE-ADDED SERVICES

BrokerPulse is the optimal platform to increase your brand exposure and client base overall. Leverage our value-added services to ignite your marketing campaign and bring your business to the next level.

- ADVERTORIALS
- VIDEOS
- INFOGRAPHICS
- SOCIAL INTEGRATION
- eNEWSLETTERS
- SWEEPSTAKES

SOCIALMEDIALIZE YOUR ADS

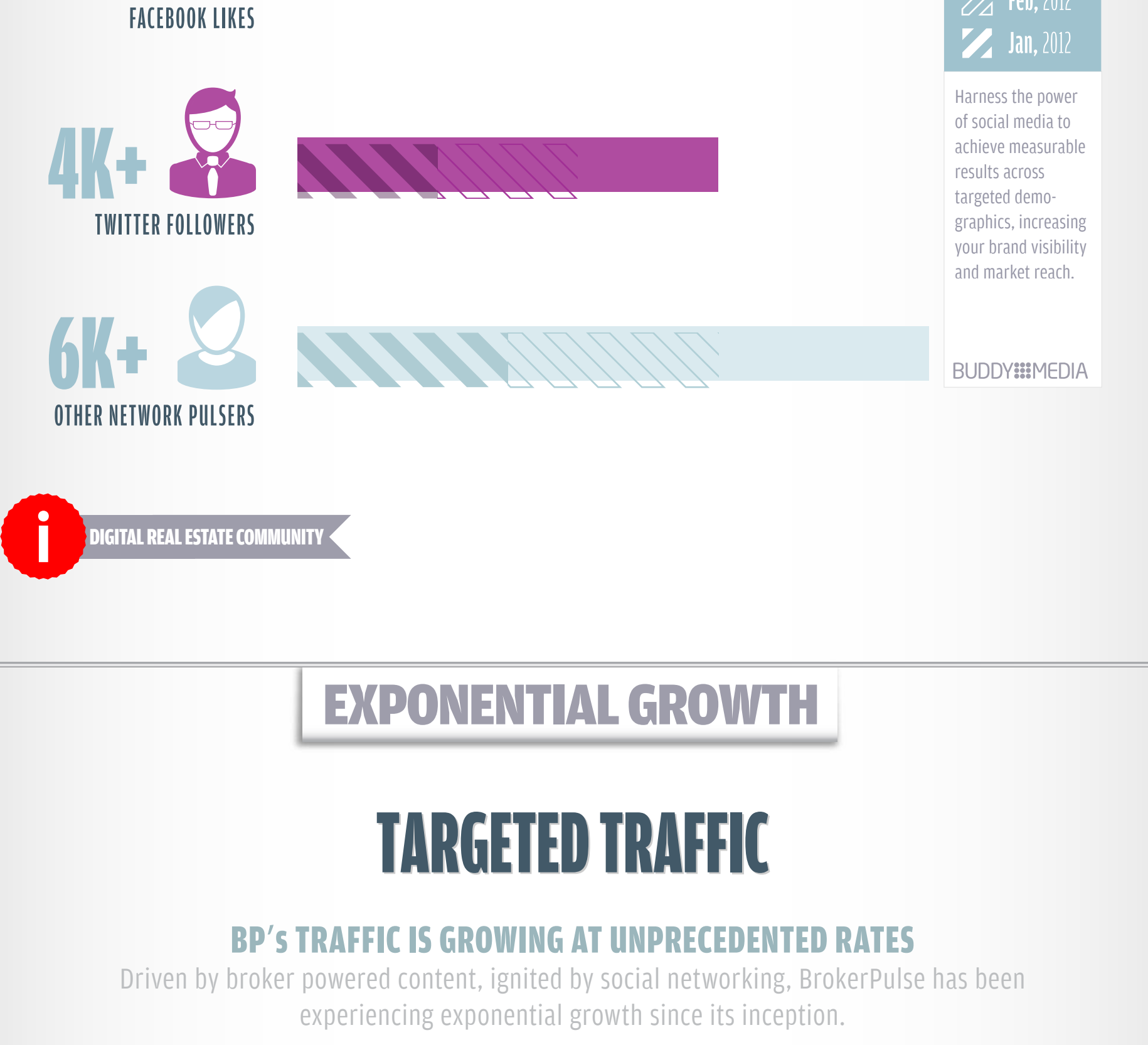
BP POWER PLAY

GAME-CHANGER

IGNITED BRAND EXPOSURE = EXPONENTIATED BUSINESS

Below is a snapshot of the inner workings of BrokerPulse's powerful marketing ignition.

- ON-CLIENT STRATEGY & PLANNING
- ON-CLIENT SOCIAL MEDIA
- ON-CLIENT SEARCH MARKETING
- ALTERNATIVE OUTLETS



corcoran

"BROKERPULSE IS REAL ESTATE'S NEW MUST-READ SITE"

#RELATED

"THE NEW WAVE IN REAL ESTATE NEWS"

Times

"NEW YORK'S DIGITAL REAL ESTATE COMMUNITY"

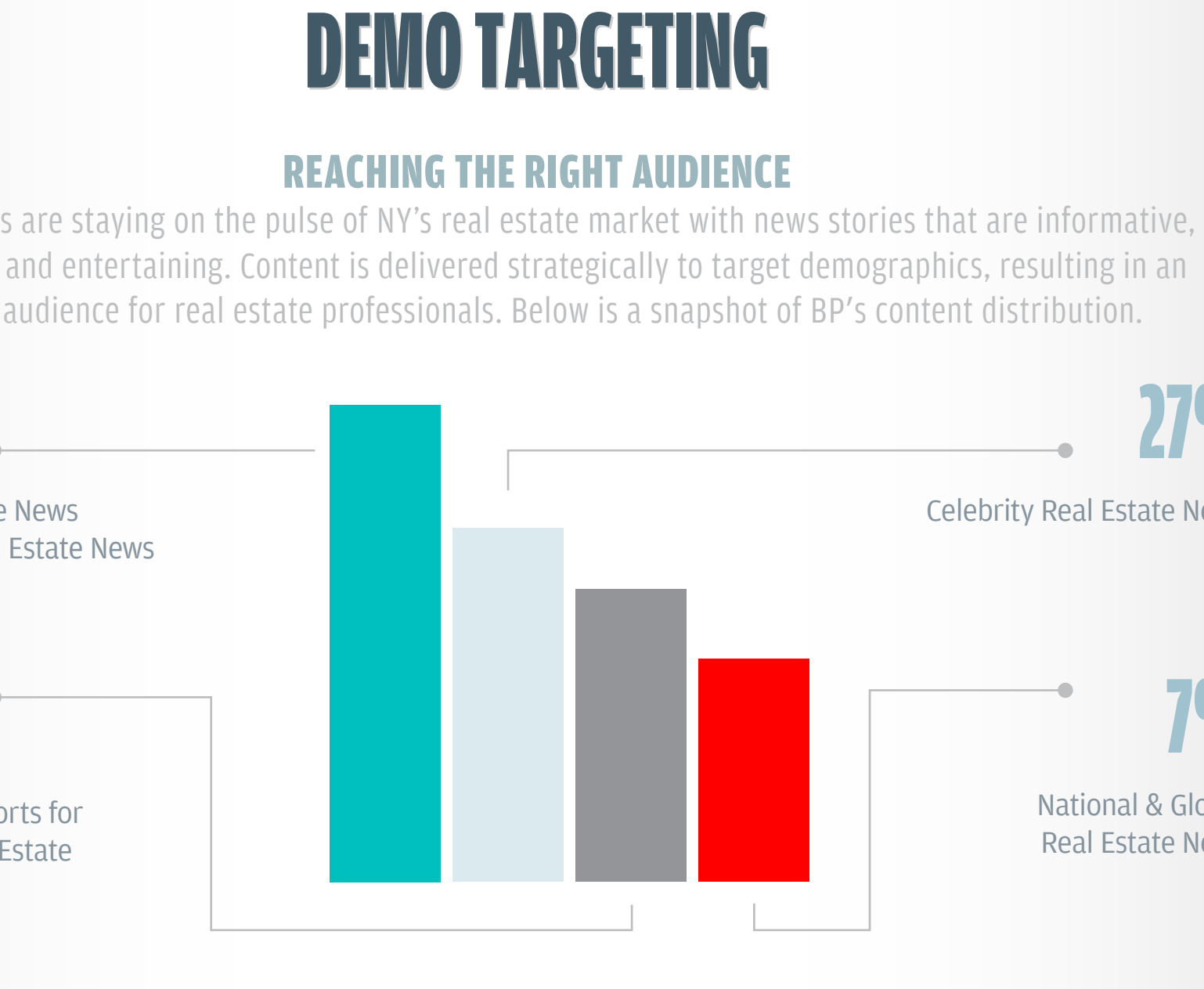
BUILDING BRAND PRESENCE

YOU SHOULD KNOW

IMPORTANT FACTS

STATS ON BP'S AUDIENCE ENGAGEMENT

Who, What, When, Where, Why and How are people using BrokerPulse.com



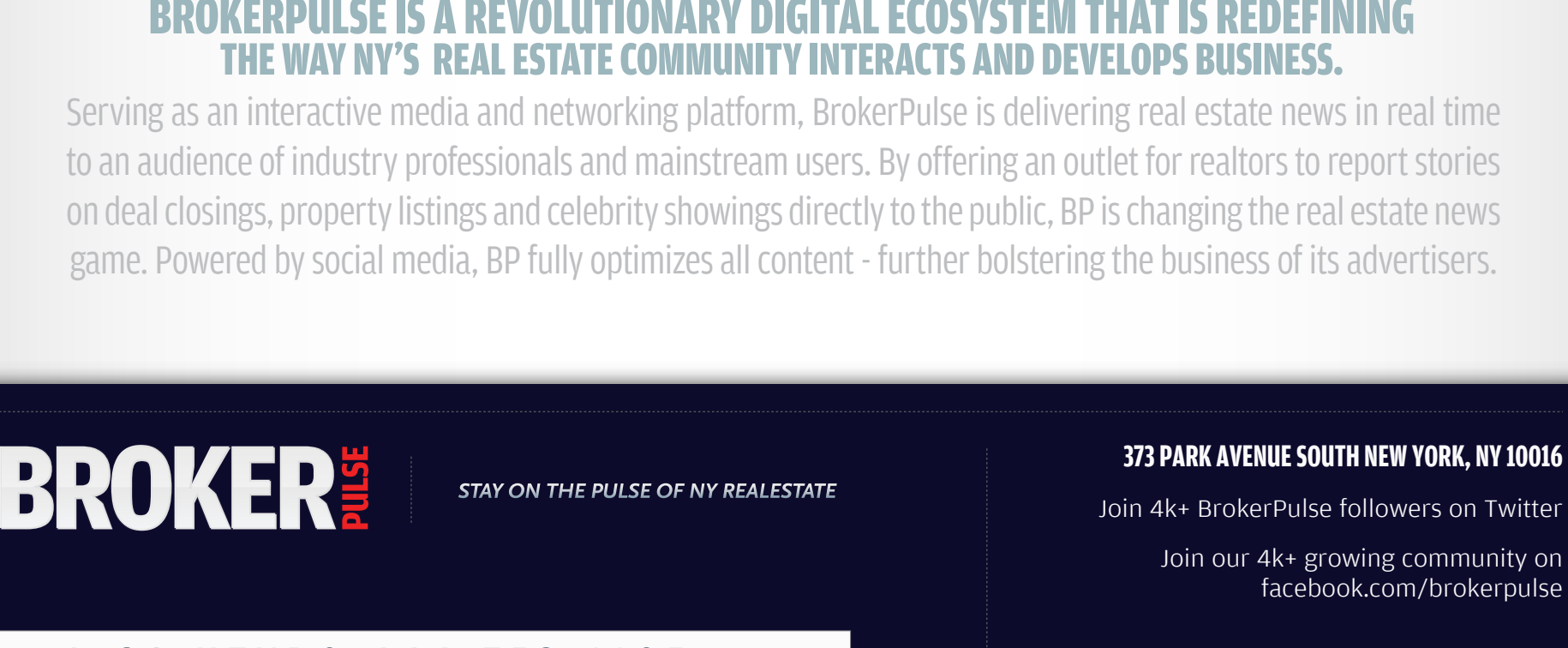
REAL ESTATE NEWS IN REAL TIME

BP NETWORK

SOCIAL FACTS

BP'S STRONG SOCIAL MEDIA FOLLOWING KEEPS GROWING

Since launching on January 15, 2012, BrokerPulse has reached over 10k+ in followers across the world's most prominent social networks, and continues expanding.



DIGITAL REAL ESTATE COMMUNITY

EXPONENTIAL GROWTH

TARGETED TRAFFIC

BP'S TRAFFIC IS GROWING AT UNPRECEDENTED RATES

Driven by broker powered content, ignited by social networking, BrokerPulse has been experiencing exponential growth since its inception.

DIGITAL REAL ESTATE COMMUNITY

Analytics and Metrics by: quantcast | Google Analytics | doubleclick

BP CONTENT

DEMO TARGETING

REACHING THE RIGHT AUDIENCE

BP readers are staying on the pulse of NY's real estate market with news stories that are informative, engaging and entertaining. Content is delivered strategically to target demographics, resulting in an ideal audience for real estate professionals. Below is a snapshot of BP's content distribution.

CONNECT

Targeted Audiences
Prospective Customers
Industry Peers and
Thought Leaders

ENGAGE

Driving Traffic to your
Website and Social Sites
Attracting the Right Clients
with Targeted Content

GROW

Expand your Market Reach
and Increase Productivity
with your Optimal
Client Base

BREAKING NEW GROUND

BROKERPULSE IS A REVOLUTIONARY DIGITAL ECOSYSTEM THAT IS REDEFINING THE WAY NY'S REAL ESTATE COMMUNITY INTERACTS AND DEVELOPS BUSINESS.

Serving as an interactive media and networking platform, BrokerPulse is delivering real estate news in real time to an audience of industry professionals and mainstream users. By offering an outlet for realtors to report stories on deal closings, property listings and celebrity showings directly to the public, BP is changing the real estate news game. Powered by social media, BP fully optimizes all content - further bolstering the business of its advertisers.