

REAL ESTATE'S FASTEST GROWING MEDIA AND NETWORKING PLATFORM

Driven by Brokers. Powered by Social Networks.

2012

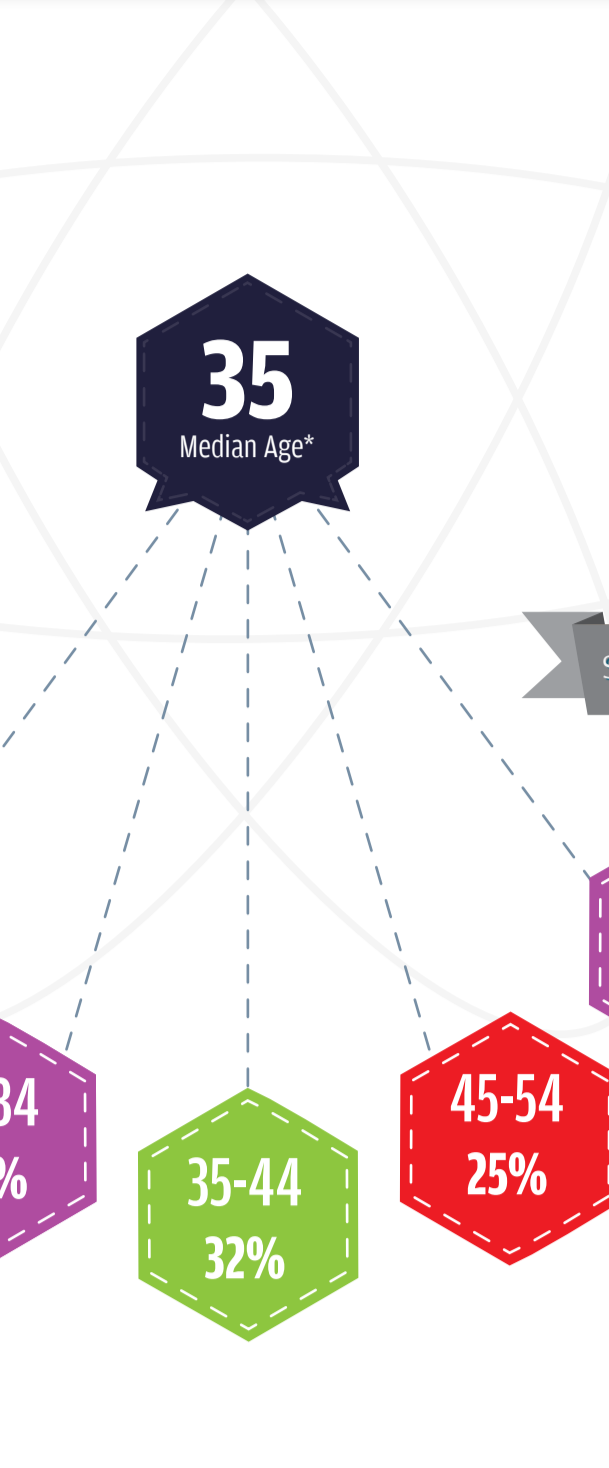
ONLINE MEDIAKIT

BROKERPULSE.COM

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

35 Median Age*

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's digital innovations are creating new opportunities for real estate brands to connect and engage with key audiences.

AFFLUENCE

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



EXPANDING MARKET REACH

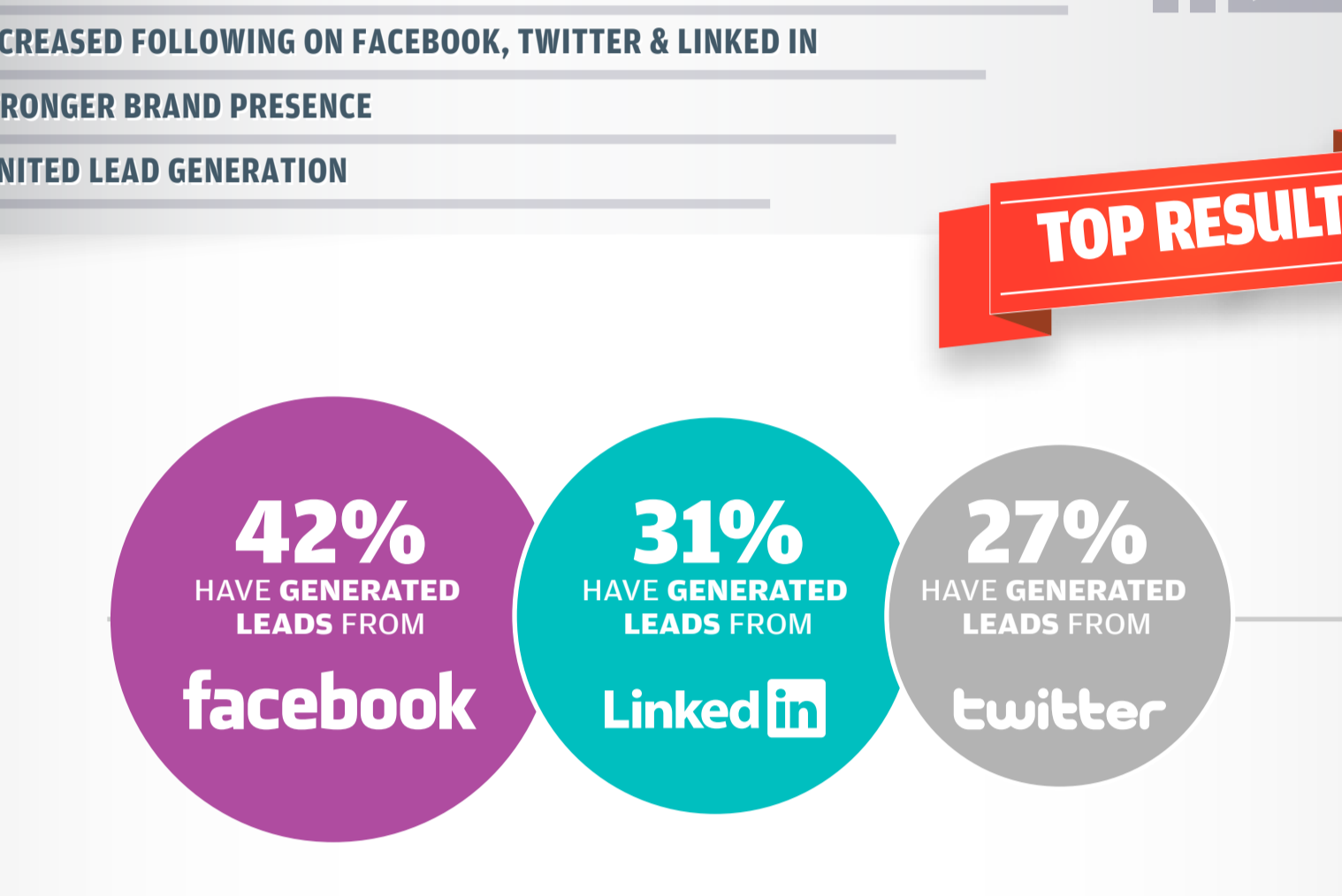
Analytics and Projections Google Analytics | BUDDY##MEDIA

ADVERTISING

DISPLAY AD UNITS

TARGETING CAPABILITIES

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



EFFICIENCY • PRODUCTIVITY

INTEGRATED ADVERTISING = MEASURABLE RESULTS

BP Integrates your ads online and across key social networks, resulting in...

- TOP VISIBILITY ON GOOGLE SEARCH RANKS
- OPTIMIZED ADS VIA SEO & SEM
- INCREASED FOLLOWING ON FACEBOOK, TWITTER & LINKED IN
- STRONGER BRAND PRESENCE
- IGNITED LEAD GENERATION

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 LINKED IN

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
- SWEETSTAKES

SOCIALMEDIALIZE YOUR ADS

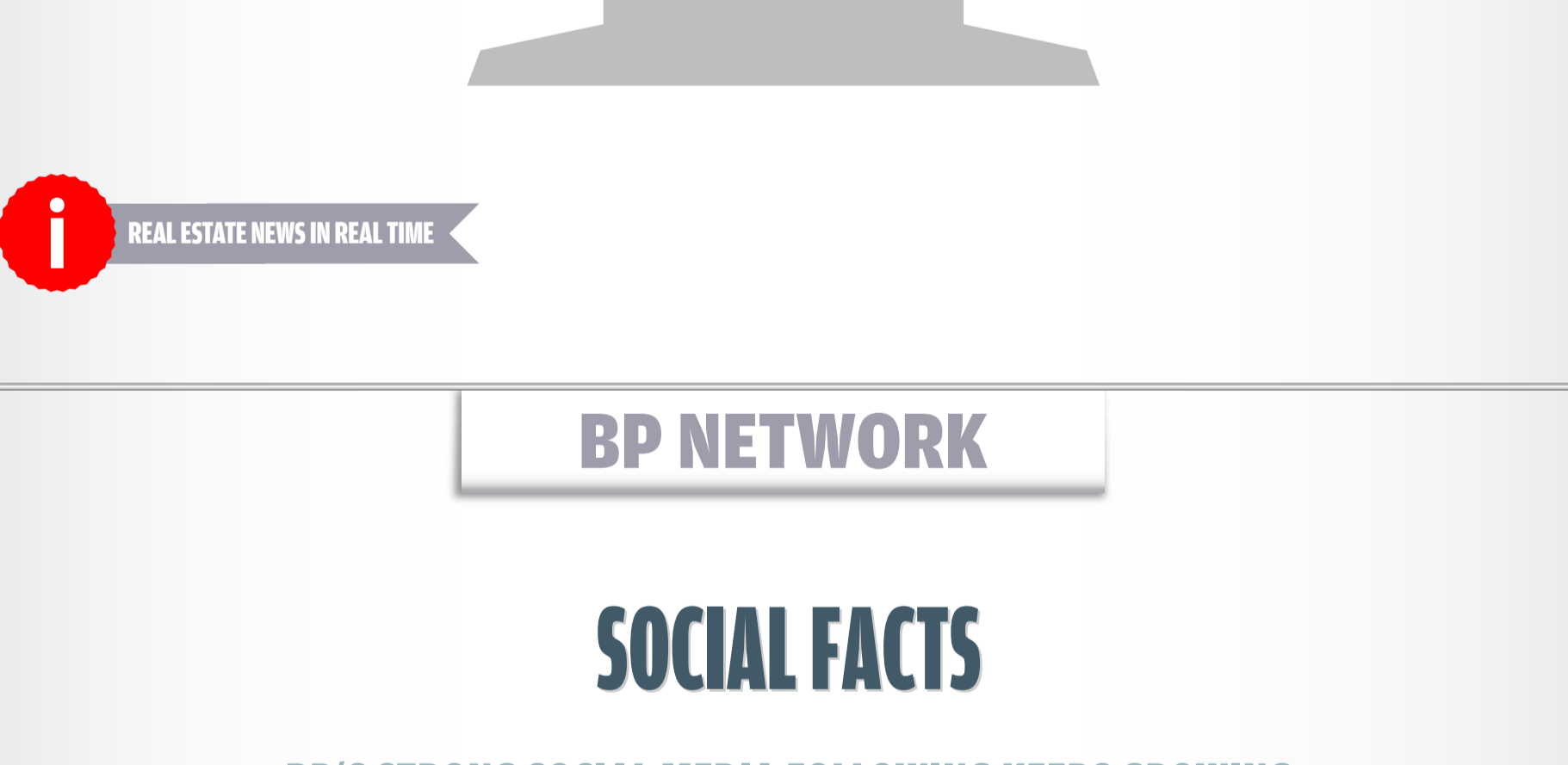
BP POWER PLAY

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"

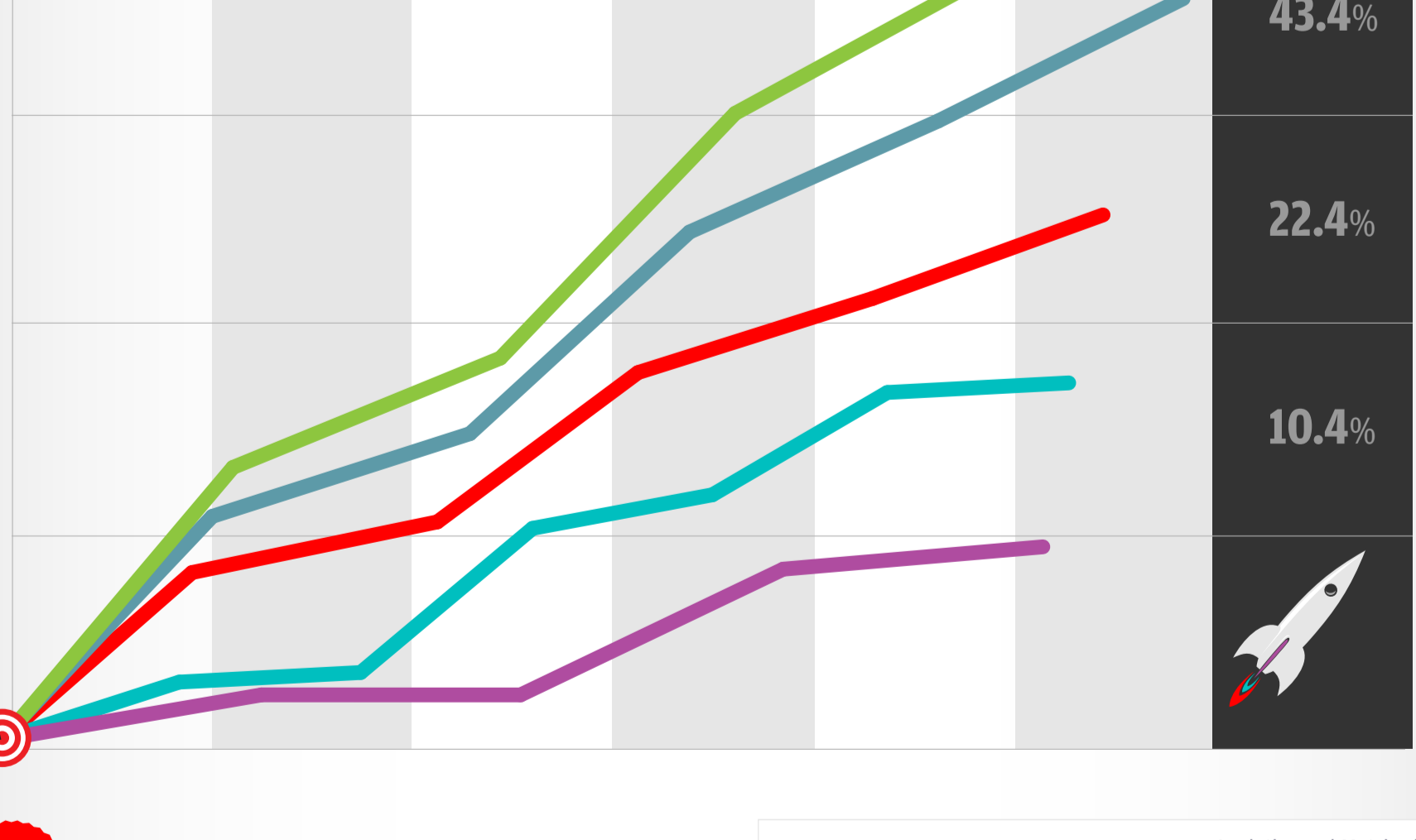
BUILDING BRAND PRESENCE

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 25k+ followers across the world's most prominent social networks, and continues expanding at a rapid pace.



Present April, 2012 Jan, 2012

BUDDY##MEDIA

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

BrokerPulse's readers are staying on the pulse of the real estate market with news stories that are informative, engaging and entertaining. Content is delivered strategically to key demographics, resulting in a targeted 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.COM IS AN INTERACTIVE MEDIA AND NETWORKING PLATFORM, DELIVERING REAL ESTATE NEWS TO AN EXTENDED, SOCIALLY ENGAGED AUDIENCE.

Driven by Brokers. Powered by Social Networks. BrokerPulse.com is Revolutionizing Real Estate Media.