

REAL ESTATE'S FASTEST GROWING DIGITAL MEDIA & NETWORKING PLATFORM

Driven by Brokers. Powered by Social Networks.

2012

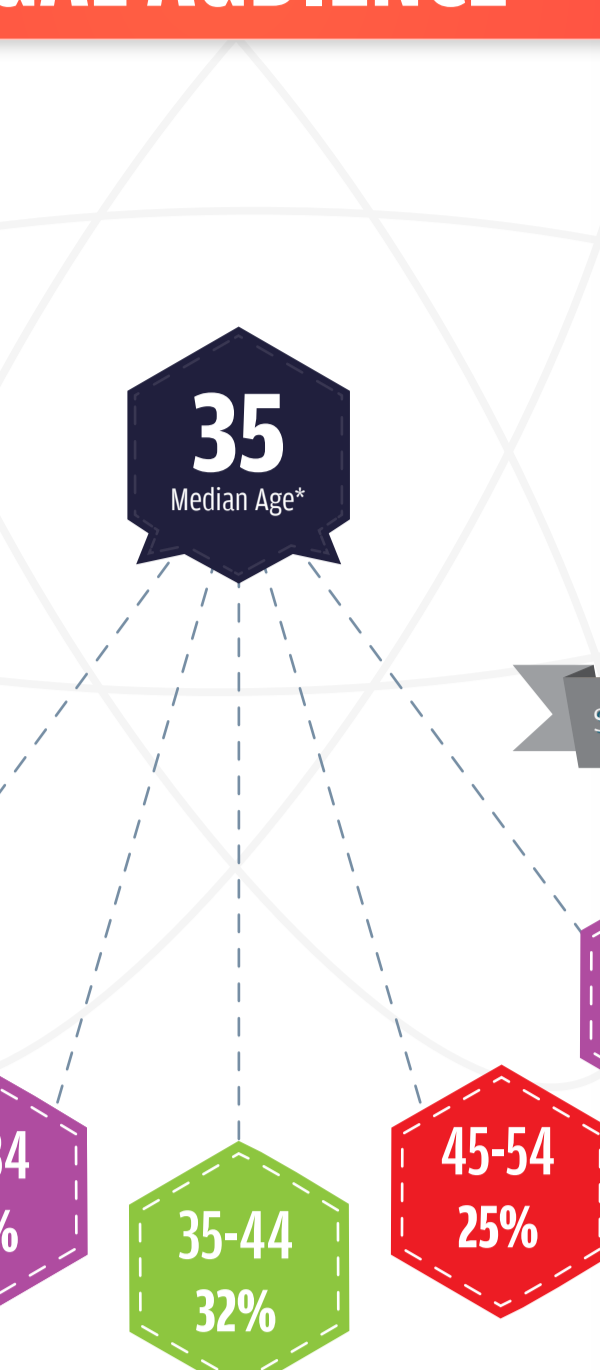
ONLINE MEDIAKIT

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

18-24
7%

25-34
28%

35-44
32%

45-54
25%

55+
8%

INFLUENCE

76% OF BROKERPULSE READERS INFLUENCE DECISIONS AT WORK & HOME

BP's innovative digital advertising is connecting & engaging brands with key audiences.

AFFLUENCE

\$98K | AVERAGE HOUSEHOLD INCOME

97 TIMES MORE LIKELY TO HAVE A DEGREE



EXPANDING MARKET REACH

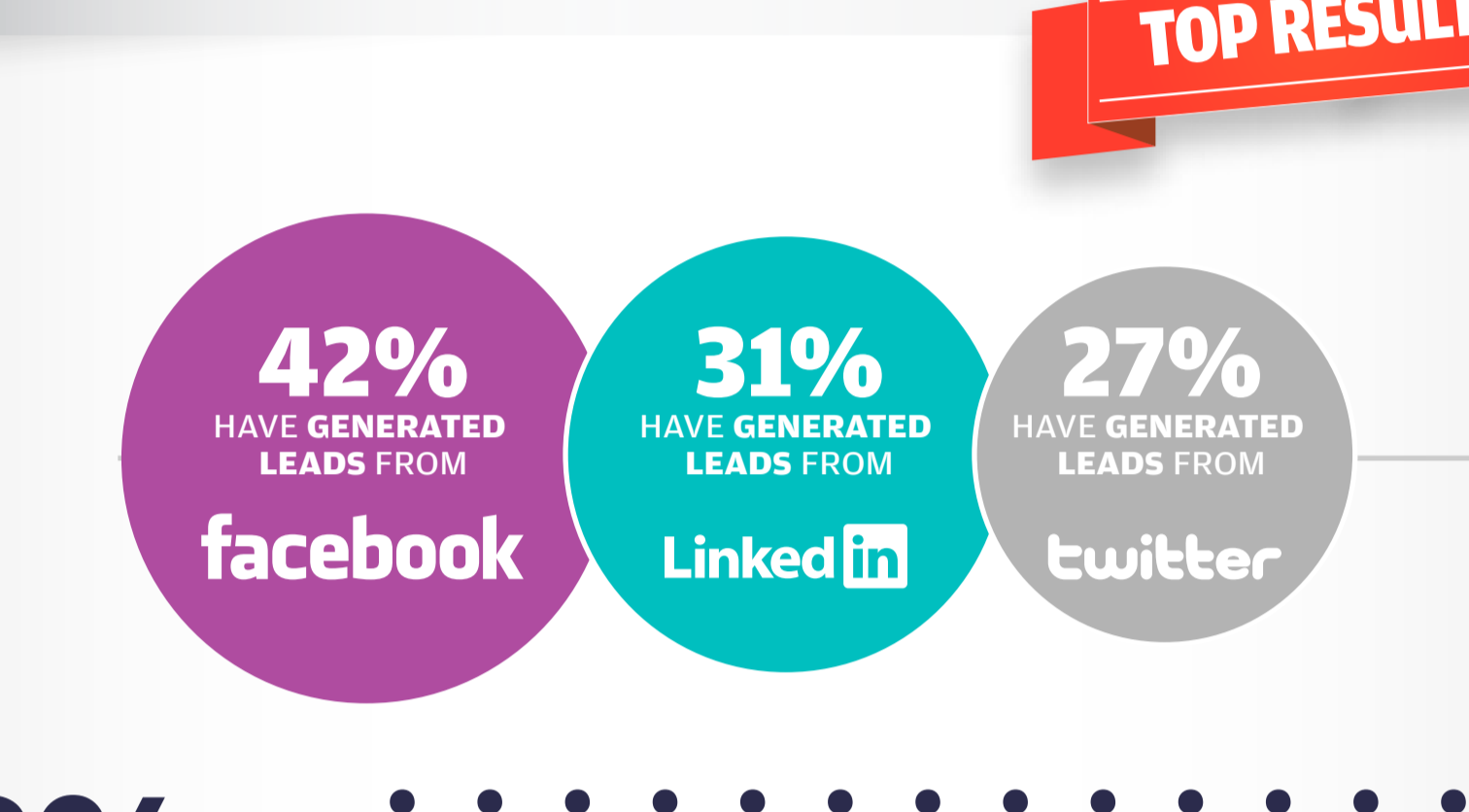
Analytics & Projections
Google Analytics | BUDDY##MEDIA

ADVERTISING

DISPLAY AD UNITS

TARGETING CAPABILITIES

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



Distributing & optimizing your brand message consistently is vital to the success of your marketing campaign.
BP OPTIMALLY DELIVERS YOUR MESSAGE TO KEY AUDIENCES - GENERATING MEASURABLE RESULTS.

EFFICIENCY • PRODUCTIVITY

INTEGRATED ADVERTISING = MEASURABLE RESULTS
BP optimizes your ads online & across key social networks.

VISIBILITY ON GOOGLE SEARCH RANKS
INCREASED FOLLOWING ON FACEBOOK, TWITTER & LINKEDIN
BRAND AWARENESS & 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 LINKEDIN

11% HAVE CLOSED DEALS FROM TWITTER

PROMOTED CONTENT

VALUE-ADDED SERVICES

BrokerPulse.com is the optimal platform to increase your brand awareness and client base overall. Bring your business to the next level by igniting your marketing campaign with BP's value-added services.

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

SOCIALMEDIALIZED ADS

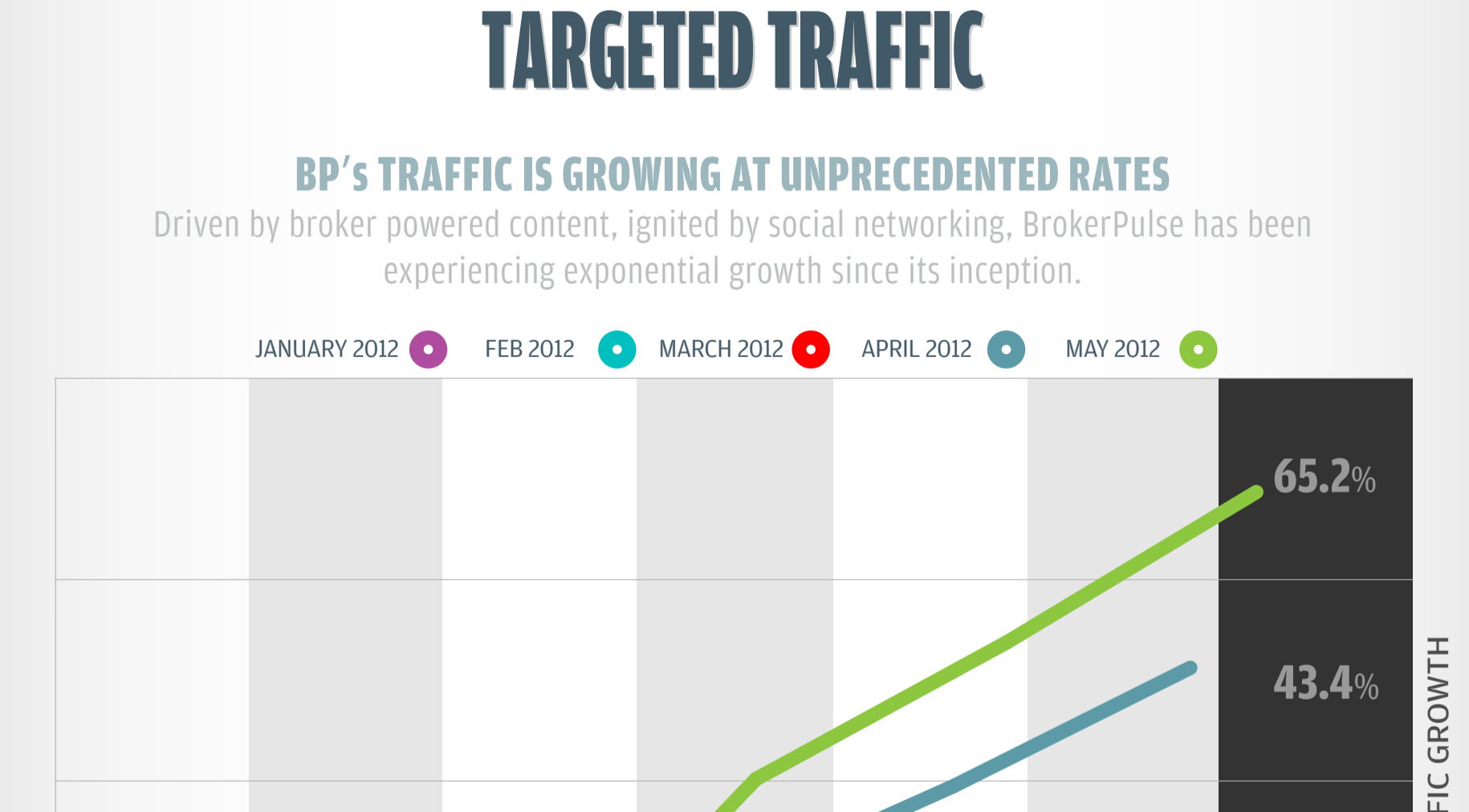
BP POWER PLAY

GAME-CHANGER

IGNITED BRAND EXPOSURE = EXPONENTIATED BUSINESS

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

- CLIENT STRATEGY & PLANNING
- CLIENT SOCIAL MEDIA
- 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"

INCREASED BRAND AWARENESS

YOU SHOULD KNOW

IMPORTANT FACTS

STATS ON BP'S AUDIENCE ENGAGEMENT

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



SOCIALLY ENGAGED AUDIENCE

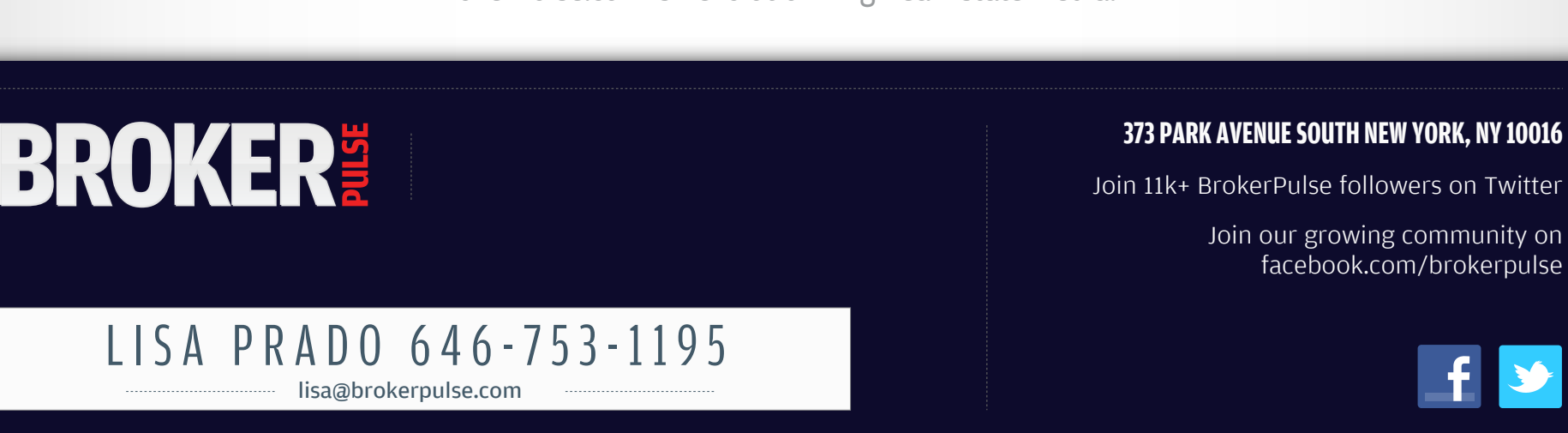
Analytics & Metrics by: quantcast | Google Analytics | doubleclick

BP NETWORK

SOCIAL FACTS

BP'S STRONG SOCIAL MEDIA FOLLOWING KEEPS GROWING

Since inception on January 15, 2012, BrokerPulse has reached 25K+ followers across the world's most prominent social networks and continues expanding at a rapid pace.



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.

TOP ONLINE VISIBILITY

Analytics & Metrics by: quantcast | Google Analytics | doubleclick

BP CONTENT

DEMO TARGETING

REACHING THE RIGHT AUDIENCE

BP readers are staying on the pulse of the real estate market with news that is informative and engaging. Content is delivered strategically to key demographics, resulting in a targeted audience for advertisers. Below is a snapshot of BP's content distribution.

CONNECT

Targeted Audiences
Prospective Customers
Industry Innovators & Top Leaders

ENGAGE

Drive Traffic to your Website & Social Sites
Capture the Right Clients with Targeted Content

GROW

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

BREAKING NEW GROUND

BROKERPULSE.COM IS AN INTERACTIVE MEDIA & 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.

