



# 2011-12 Media Kit

ABOUT BREAKTHROUGHBROKER.COM // ADVERTISING OPPORTUNITIES

# About BreakthroughBroker.com

It's not easy being a real estate professional in this market. Fewer homes are being bought and sold, and agents are making less money.

BreakthroughBroker.com is the solution to the difficulties agents face. Co-founders Eric Sachs and Nathan Froelich, based in BreakthroughBroker.com's national headquarters in Fort Collins, Colo., saw a need to provide a one-of-kind online resource for real estate professionals. The idea for BreakthroughBroker.com was born.

BreakthroughBroker.com visitors can prepare high-quality marketing materials, find pertinent education classes taught by the brightest minds in the industry, seek business development plans and ideas, and collaborate with other agents on a local, regional, and national level.

And best of all, there are no subscription fees and no paywalls. It's absolutely free.



The site has over **170 pages** of content, loaded with articles, videos, podcasts, and more. With **geocoding technology**, site visitors will be greeted with **daily content** that is focused on their specific market.

## Who we reach

- » There are approximately 1.9 million real estate professionals in the United States. They assist in about 5 million home sales a year, and they are the hubs of an industry that accounts for as much as 10 percent of the nation's gross domestic product. BreakthroughBroker.com has access to these agents at local, state, regional, and national levels.
- » Real estate professionals are the quarterbacks of a home sale or purchase. When a buyer or seller needs a referral such as a roofer, painter, or plumber, agents give their clients between 7-10 professional referrals per transaction. Accounting for both sides of a home sale, that's approximately 70 to 100 million referrals each year.
- » Because BreakthroughBroker.com is geocoded, real estate professionals who visit BreakthroughBroker.com will see content and advertising that is focused toward their specific geographic area.

# Our advertising opportunities are unique

- » **We're localized.** BreakthroughBroker.com offers customizable packages that promote your message, products, and services where it matters most: in your own back yard. With geocoding technology we can help you focus your marketing message on the areas where it will be the most effective, be it on a local, regional, or national scale.
- » **We tailor campaigns to your needs.** BreakthroughBroker.com allows you to build a campaign based on your marketing goals and objectives. Whether you want to build brand awareness among real estate professionals, increase sales through direct response, or expand your social media presence, we can build a marketing plan for you.
- » **We're cost-effective.** BreakthroughBroker.com's advertising packages are affordable and offer several customizable options to fit your budget.
- » **Your business is important to our audience.** Because your products and services are highly relevant to BreakthroughBroker.com's visitors, your marketing will break traditional online barriers and have a higher success rate than other marketing options.



- » **We're interactive.** By advertising on BreakthroughBroker.com, your business can promote discounts and incentives, gather customer information through surveys, and drive traffic to your website and social media networks.
- » **We promote.** BreakthroughBroker.com actively pursues site visitors, rather than waiting for them to arrive. Email newsletters alert real estate professionals of the site's latest content. Facebook, Twitter, and LinkedIn marketing campaigns drive traffic to the site. Google Adwords, Search Engine Optimization, trade show appearances, and direct agent contact also spread the word about BreakthroughBroker.com.
- » **We give you instant feedback.** BreakthroughBroker.com has full tracking capabilities to measure the performance of your marketing.
- » **We invite you to add your voice to BreakthroughBroker.com** and become a local expert. As a marketing partner you can create site content, establishing yourself as a specialist in your field and the go-to referral for real estate professionals.

## Why advertise online?

The world's leading companies and organizations are increasingly turning to the online world to promote their products and brands. The proof is in the statistics. During the recent recession, the online advertising industry has continued to grow and has surpassed more traditional methods of marketing.

Many companies and organizations are shifting their marketing budgets toward local online advertising because it is a safer, smarter, and more affordable option than traditional advertising mediums such as print and broadcast.

In particular, **local online advertising** is the **fastest growing segment** of the online marketing industry.



# Start your online marketing partnership today.

It is undeniable that the next frontier of advertising is online. Will you lead your competition by having a unique, targeted, and customized marketing message, or will they lead you? Call 800.682.4661 to start developing your customized online marketing plan with BreakthroughBroker.com.

## Online Advertising Sizes and Positions

- 1. Home Page Custom Leaderboard Ads:** 662w x 110h features prominently in the header of site pages.
- 2. Rectangle Ads:** 300w x 250h ads appear in the right side-bar of the home page and content pages.
- 3. Leaderboard Ads:** 728w x 90h ads feature prominently in the header area of content pages.
- 4. Button Ads:** 120w x 90h ads appear in the left-hand column of content pages.

[HOME PAGE AD PLACEMENT]



[CONTENT PAGE AD PLACEMENT]



BreakthroughBroker.com has three customizable marketing packages to choose from. We would like to give you pricing for all packages, but the truth is price varies based on agent count in your market. **Please contact us at 800-682-4661 or Eric@BreakthroughBroker.com** and we will send you a complete rate sheet for all packages in your area.



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