



BREAKTHROUGH BROKER MEDIA KIT

Connecting industry providers to real estate agents.

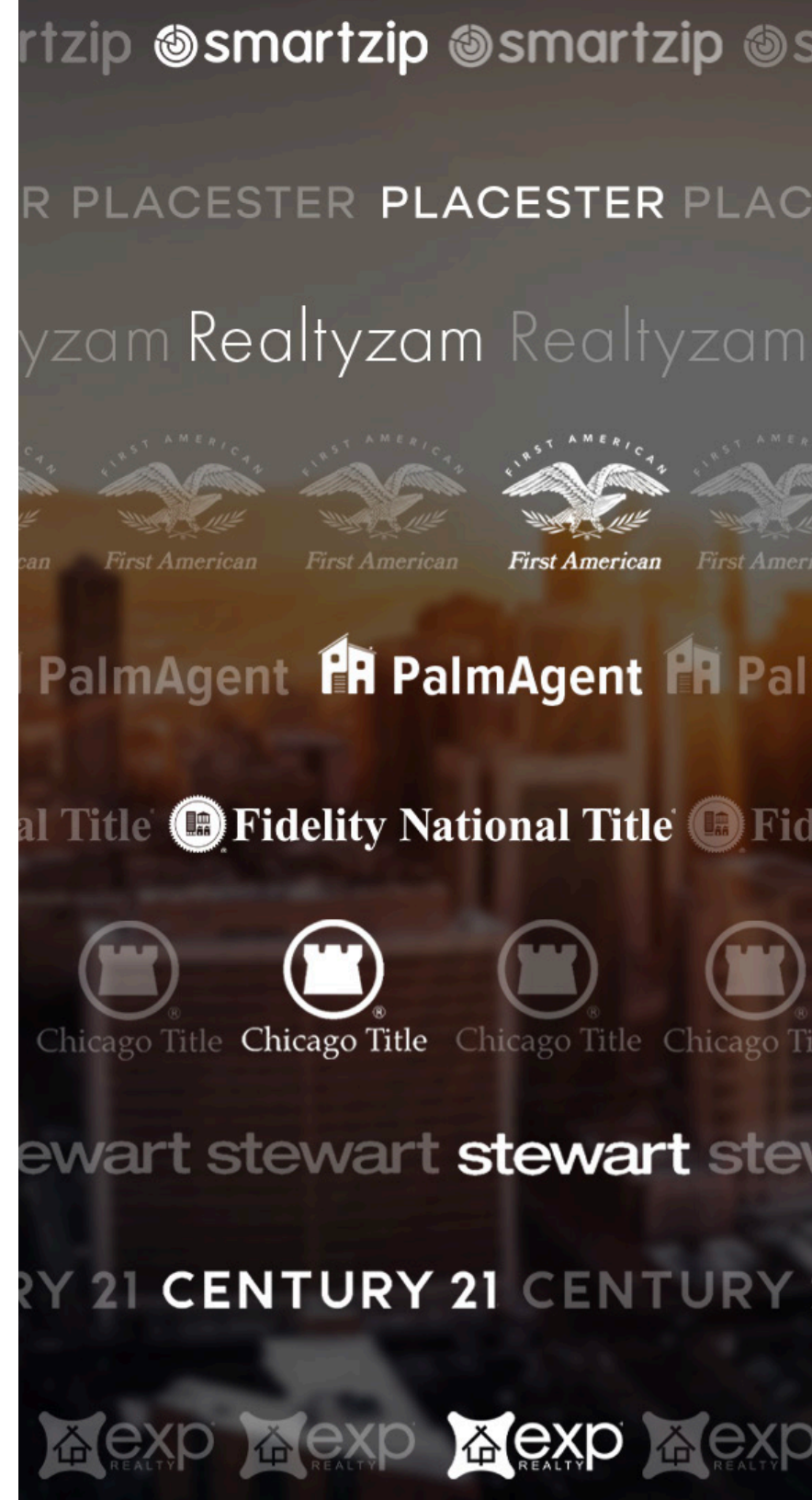


BREAKTHROUGH BROKER MEDIA KIT

ABOUT BREAKTHROUGH BROKER

Since 2012, BreakthroughBroker.com has expanded to **over 450,000 users**, establishing itself as a must-have application for real estate professionals. As the only free resource of its kind, we are the most widely-used, fastest-growing application for working real estate agents. Over 3,000 online pages filled with ideas, templates, strategies, and tools serve as the fuel for the agents who leverage the platform.

We're rewriting the rulebook. Through the popularity of BreakthroughBroker.com, we've created the most effective sales and marketing platform for companies who provide services to real estate agents. With thousands of products vying for their attention, you need a partner who can cut through the noise, reach your target audience, and put your company and its services in front of your prospects.



ADVERTISING

1. Inline webpage banners
2. Video pop-ups
3. Inline email banners
4. Float over webpage pop-ups
5. Webinar sponsorships
6. Sponsored content
7. ***Preferred partner packages***

“Breakthrough Broker has helped us increase exposure to our webinar and ebook library, which maximizes the investment we’ve put into creating high-quality resources for agents.”

- ***Juliana Casale, Placester***

STATS & REACH

454,175 users (as of 10/6/2020)

4m 17s average time on site

WEBSITE

601,492 page views per month

145,858 user sessions per month

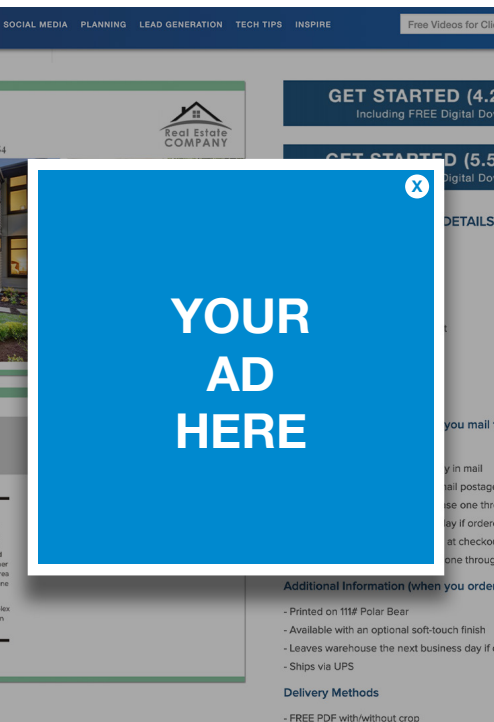
EMAIL

1.8 Million emails sent out per month

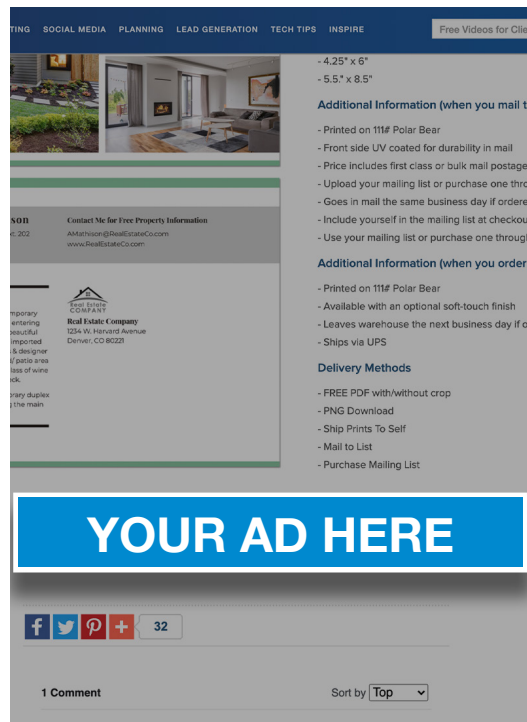
0.1% unsubscribe rate

ADVERTISING EXAMPLES

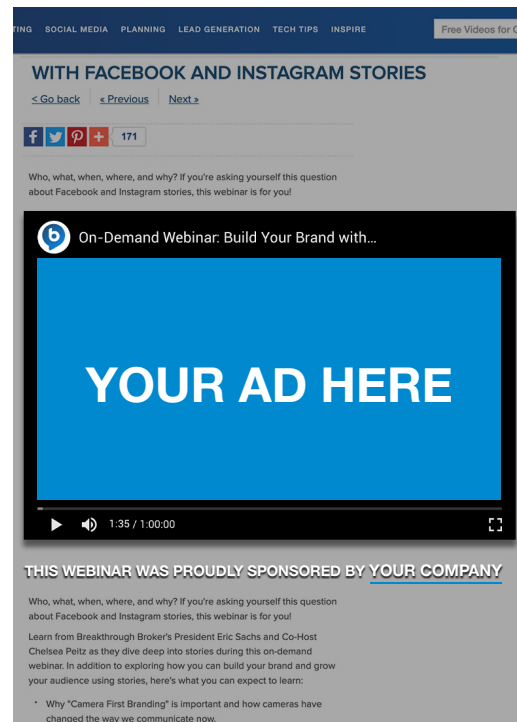
PAGE FLOAT OVER



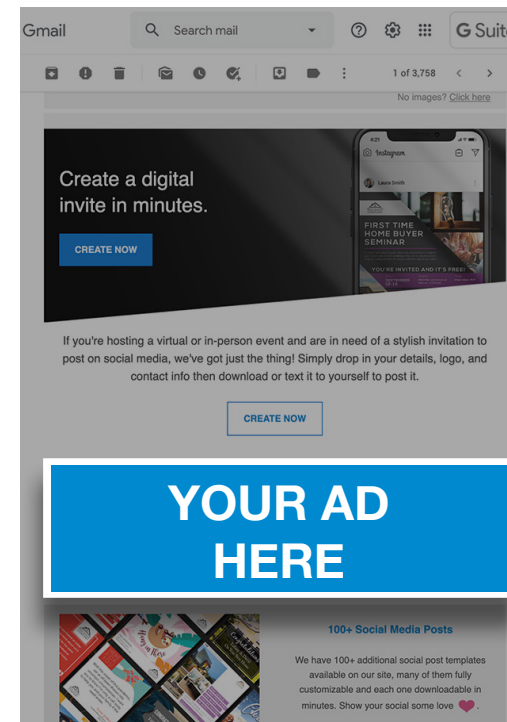
INLINE SITE BANNER



SPONSORED WEBINARS



INLINE EMAIL BANNER



Breakthrough Broker has been instrumental to reaching a broader audience of Realtors and driving increased usage of our technology.

- Jeremy Davis, PalmAgent

PREFERRED PARTNER PACKAGE

Be seen throughout Breakthrough Broker by **137,000** of our top users. **This is the most cost effective branding saturation in the industry.** Your product or advertisement will be seen on our most popular sections of the site, where users spend the most time. You will also be included in our emails which are sent 8 times per month and include top content that users love. Be seen more than your competition, build trust in your brand, and be remembered when it matters most.

**CALL 720.557.4485
FOR A LIVE OVERVIEW!**

Purchased in 3-month blocks.

FEATURES

Take over branding on all pages of site for 137,000 of Breakthrough Broker's top users.

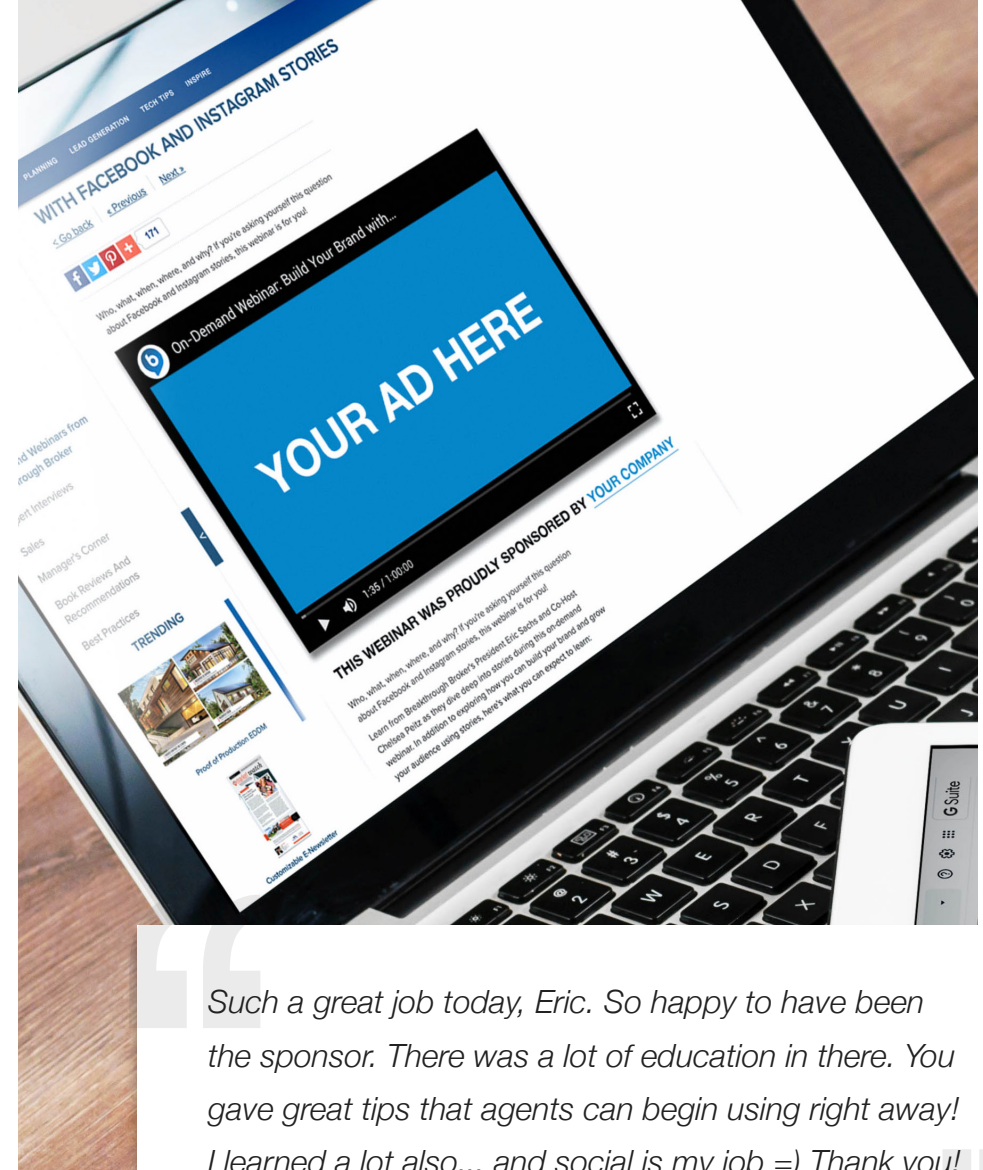
- Top of page banner ad
- Lower left ad on Create Pages
- Lower right video/commercial (once per user's session)
- Branded emails (8 emails per month to 137k users = 1.1 million email drops per month)
- Content placement (advertorial or product overview)
- Content placement to lead funnels from email marketing

SPONSORED WEBINAR

Our sponsored webinars are more than just a quick shout-out during a presentation. We make sure to include your branding and product links before, during, and after the webinar to make sure you receive maximum visibility.

FEATURES

- Post event email to all registrants with link to product or company pages
- Placement on Breakthrough Broker content pages
- Placement in Breakthrough Broker email to **230,000+** real estate agents nationwide (within 3 months of webinar)
- Placement in our title, mortgage, and home warranty dashboards to refer real estate agents to webinar (1 year placement)



Such a great job today, Eric. So happy to have been the sponsor. There was a lot of education in there. You gave great tips that agents can begin using right away! I learned a lot also... and social is my job => Thank you!

- Judy McHargue, Smartzip

4,000
LARGEST REGISTRANTS

1,000
AVG ATTENDEES

A LA CARTE PRICING

INLINE PAGE BANNER

Site-wide, visible to all users
600,000+ monthly page views

\$5,000

(Per Month)

FLOAT OVER AD

Displayed to all users once per session, 145,000+ monthly sessions

\$5,000

(Per Month)

SPONSORED CONTENT/ADVERTORIAL

3 articles hosted on BB for 1 year
230,000+ email recipients

\$7,500

(One Time)

SPONSORED WEBINAR

4,000 largest registrants
1,000 avg attendees

\$5,000

(Per Month)

INLINE EMAIL BANNER

1.8 million monthly emails
15% average open rate

\$3,200

(Per Month)

Interested in powerful &
compliant marketing solutions?

CONTACT
THOMAS SHASHA

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sales@breakthroughbroker.com

WHAT RE PROS ARE SAYING ABOUT BREAKTHROUGH BROKER

What I love about BB is that there are so many choices for Realtors to really have a positive impact on their careers. Of course tools are only as good as the teaching to implement those tools and BB's skilled instructors make those tools usable.

*BB is a great platform for new and seasoned Realtors, **there's something for everyone.** I'm looking forward to an exciting long journey with btb both as a user and hopefully one day as a presenter.*

- Alex C., Realtor

*Where, Oh Where, do I start?! **I LOVE Breakthrough Broker...** The thing I enjoy most is the ability to create marketing materials with my likeness added. The professional quality is second to none, and the added humor gives such a tangible quality to them (specifically the rent vs. buy postcard). Breakthrough Broker has given me tools that I have been asking for! You have provided them with ease. Thank you!!*

- Danica T., Broker Associate

*...thank you for the website. In fact, just because **I found your site so useful**, it has been the primary reason I sent my 2 transactions over to [Title Company]. I typically use [other Title Company] :))*

- Dayoin P., Broker/Realtor

***I LOVE Breakthrough Broker!** The site is super easy to use. The layouts you have are classy and the colors are professional! I look forward to utilizing your services more and more!*

- Lisa R., Broker Associate

***I love the platform!** It gives a different perspective than any of the generic marketing advice for real estate agents. True and factual and things that work. Thank you!*

- Nicole M., Realtor

*Your content is great and the way you present it is light, fun, and effective! **I look forward to more!***

- Erica S., Realtor