



Breakthrough Broker Media Kit

About Breakthrough Broker

Since 2012, **BreakthroughBroker.com** has expanded to over 532,190 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.

Types of Advertising Offered

- In-line webpage banners
- Video pop-ups
- In-line email banners
- Float over webpage pop-ups
- Webinar sponsorships
- Sponsored content
- Preferred partner packages

Stats & Reach

532,190

Users (As of 8/23/2021)

4m 11s

Average Time On Site

Website

626,264

Page Views (per month)

109,451

User Sessions (per month)

Email

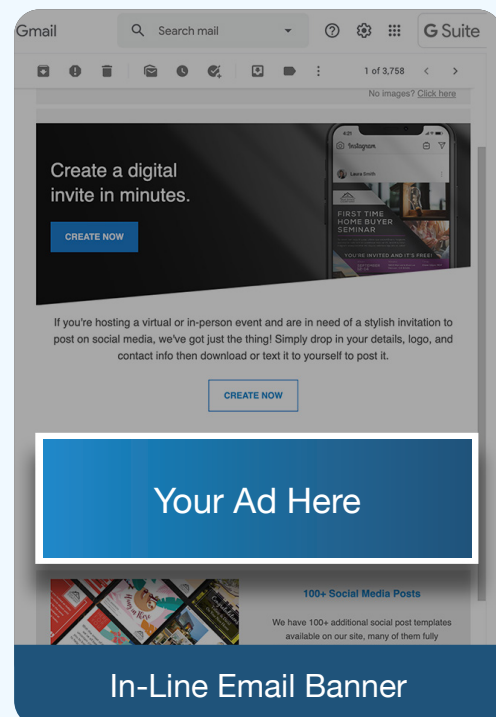
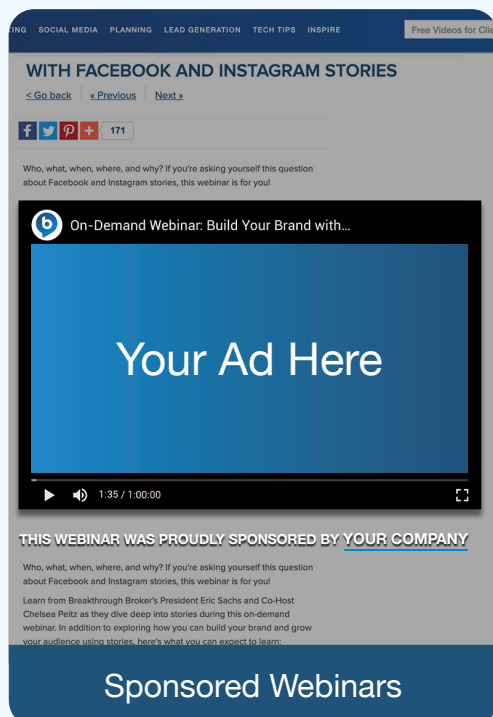
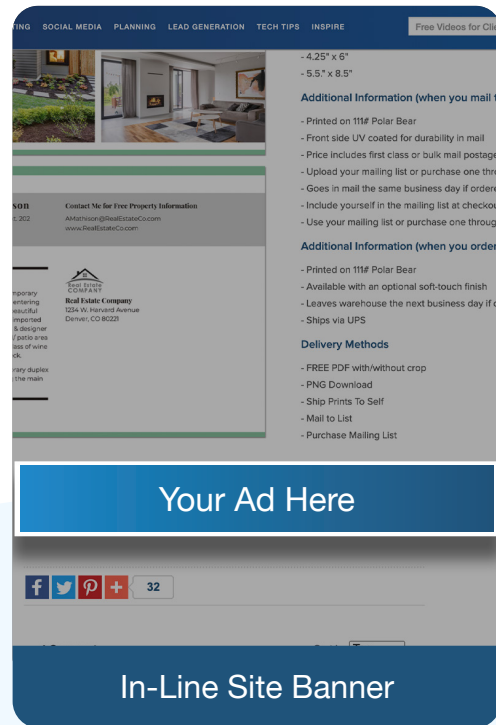
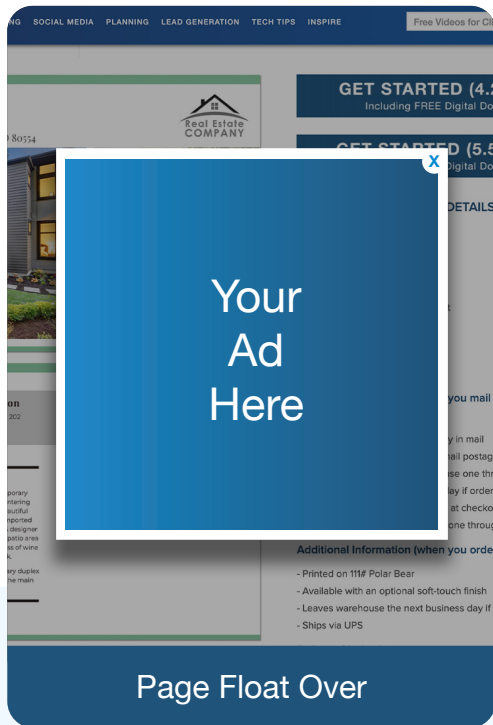
2.95 Million

Emails Sent (per month)

0.1%

Unsubscribe Rate

Advertising Examples



Preferred Partner Package

Be seen throughout Breakthrough Broker by **330,600** 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.

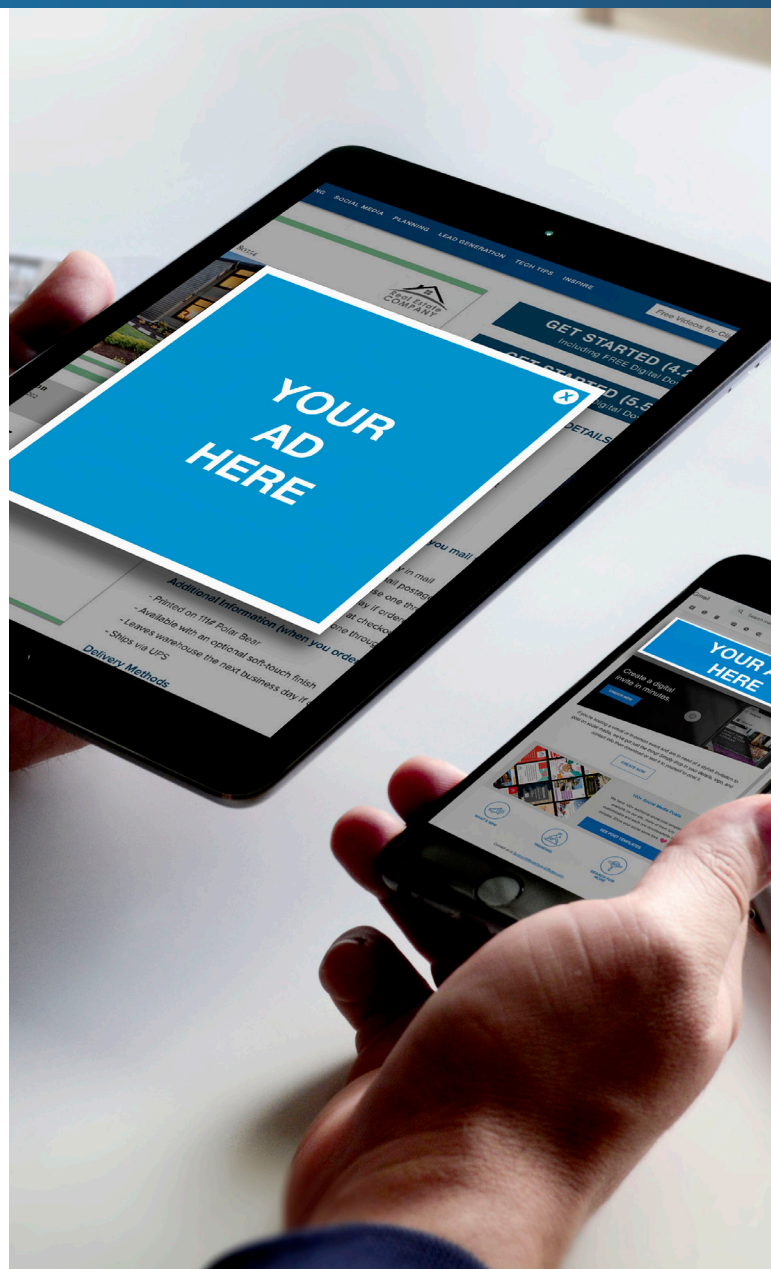
**Purchased in 3-month blocks.
\$10,000 Per Month**

Call (720) 557-4485 for a live overview!

Features

Take over branding on all pages of site for 330,600 of Breakthrough Broker's top users.

- Top of page banner ad
- Lower left ad on template editor
- Branded emails (eight emails per month to 330,600 users = 2.6 million email drops per month)
- Content placement (advertorial or product overview)
- Content placement to lead funnels from email marketing



“ 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

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 **532,190+** 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 (one-year placement)

4000

Largest Registrants


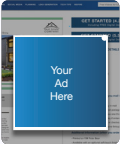



1000

Average Attendees

“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

A La Carte Pricing

Type of Advertisements		Price
	In-Line Page Banner Site-wide, visible to all users 626,000+ monthly page views	\$5,000 Per Month
	Float Over Ad Displayed to all users once per session 109,000+ monthly sessions	\$5,000 Per Month
	Sponsored Content/Advertorial Three articles hosted on BB for one-year 530,000+ email recipients	\$7,500 One-Time
	Sponsored Webinar 4000 largest registrants + 1000 average attendees	\$5,000 Per Month
	In-Line Email Banner 3 million monthly emails (~15% average open rate)	\$3,200 Per Month

Interested in powerful & compliant marketing
solutions for your title services?

Contact: Thomas Shasha
(720) 577-4485
Thomas@Breakthroughbroker.com