





ABOUT US

Estate Media is the first personality-driven real estate media company ever built. Co-founded by Million Dollar Listing LA star Josh Flagg, we help top agents and creators build, engage, and monetize audiences through digital content, television, podcasts, newsletters, and education.

Our creator partners reach 25M+ followers across social, including 1M+ real estate professionals.

THE WALL STREET JOURNAL.

'Million Dollar Listing' Star Co-Founds Media Business About Real Estate

Estate Media, which was co-founded by Josh Flagg, aims to give advertisers a new way of reaching both industry professionals and home buyers and sellers



ı	
l	•
l	

 \equiv

Hollijwood

SUBSCRIBE

"Estate Media is a real-estate media company leveraging the personalities that start, own and define conversation in the real estate industry to create a destination for professionals and fans that is trusted and loved," Flagg tells The Holllywood Reporter. "Our programming will reflect our mission, creating content for every real estate professional, catering to all levels of experience."

OUR AUDIENCE

Estate Media reaches over **1M+ Real Estate Professionals** and over **25M+ subscribers and followers** across our talent network. Our newsletter network. Reaches 75K+ subscribers with an average income of \$250K



REAKOUT						
	10	20	30	40		

WHY ESTATE MEDIA?

The Estate Media ecosystem creates an unparalleled top of funnel value chain for brand partners.



IN GOOD COMPANY: OUR BRAND PARTNERS



realtor.com[®]











MAKING YOUR MARK(ETING)

Yes, You Absolutely Need to Do This

11:54



THE GLENNDA GAZETTE PRESENTED BY **1** realtor.com

Subscribe

MARKETING'S JOB IS NEVER DONE

It's as Easy as #

We're talking about one of the most important aspects of our business today, y'all! That's right, we're gonna delve into the importance of marketing. But before we get into specifics, I have to tell you one of the fastest, easiest, least expensive ways to get yourself seen is to market yourself on social media.

If you've never promoted yourself on your social media,

Estate Media launches newsletter with Real Estate darling, Glennda Baker, sponsored by realtor.com.

How the Estate Media ecosystem drives outsized value for **realtor.com**.



Estate Network Promotes Newsletter via Network

In first 8 weeks, Estate Media set up exclusive interviews for Glennda's Newsletter with Josh Flagg, Kirsten Jordan, Maya Vander, Aaron Grushow, Margot and Tracy Tutor, and promoted to EM's <u>250K+</u> followers.

10M +

incremental impressions via talent reposting

Zillowgonewild, Kirsten Jordan and The Blueprint newsletters (reaching 225K subs) promote Glennda's newsletter, including realtor.com shoutout.





Newsletter Promotes other EM Properties



Outsized Value Leads Realtor.com to Extend Partnership

Realtor.com, seeing how cross-promotions perform, commits to three additional branded series and proposed a potential first-look deal on digital video concepts.

TAILORED SOLUTIONS FOR THE REAL ESTATE COMMUNITY High conversion newsletters read by realtors and investors

Newsletter Sponsorships

- Logo Placement
- Custom Videos
- Collaboration with Glennda and Estate Media Network
- 150 Words of Copy
- Custom CTA





WELCOME

Happy 4th , Y'all!

First, Happy Birthday, America! You don't look a minute over 229 years old.

Independence Day has got me thinking. Specifically, it has me thinking about the notion of what independence looks like, especially when it comes to real estate. There's nothing more empowering for a woman than the ability to call her own shots, inside the home she bought and paid for all by herself.

What you might not know is that in 2023, single women made up 17% of all homebuyers. After couples, they are the second largest group of homebuyers! All the single ladies, all the single ladies... are outpacing men when it comes to single homeownership.

Here are the facts:

 Single women own about 10.7 million homes in the United States. As for single men? They own about 8.1 million homes. (Do not get me started that the started started started started)

GLENNDA BAKER Real Estate Broker

O 136K 881K

- 1M+ followers on social.
- "The most in-demand keynote speaker in realestate"
- Has the most passionate community, "The Glenderrati" in the industry. 5K+ women have sent Glennda photos wearing her signature "stars."
- 10+% CTR.



Crown Jewel of West Hollywood

Nestled at the pinnacle of the West Hollywood Hills, this extraordinary estate at 1898 Rising Glen Road is a testament to unparalleled luxury living, offering an array of amenities and breathtaking city views, where every aspect of Hollywood's opulence is at your doorstep.



Estate Weekly & Estate Elegance

- Estate Media has grown an audience of 40K+ luxury realtors and property enthusiasts, via two newsletters.
- Average income of \$300K.
- 70% real estate professionals, qualified buyers.

TAILORED SOLUTIONS FOR THE REAL ESTATE COMMUNITY Sponsorship Opportunities



PODCASTS

Featured sponsor on top TikTok realtor (1.5M+ followers) podcast, "The Standouts"

PACKAGE INCLUDES:

- Host Ad-Read reaching ~40K listeners per episode.
- Social media post wsith custom video to 1.5M+ of Aaron Grushow's followers and 'The Standouts" owned social channels.



EVENT SPONSORSHIP

Pick from top Estate Media talent to host an intimate dinner with industry experts.

PACKAGE INCLUDES:

- Branding on all event assets.
- Social media post with brand recognition.
- 10-15 attendees all top tier names in the real estate industry curated and invited by Estate Media talent.
- Creative brand integration at event! You're also mentioned as the sponsor throughout and have a presence in the room to meet the attendees.



LIVE VIRTUAL EVENT **SPONSORSHIP**

Pick from Estate Media talent to host a live virtual event.

PACKAGE INCLUDES:

- 360 event promotion on socials, owned newsletters and email. Guaranteed to drive 1M+ impressions.
- Guaranteed 750+ registrants.
- Branding on all event assets and multiple mentions during live event.
- Event is recorded and can be used to promote O&O channels.

Million Dollar Agent Masterclas

REPORT/E-BOOK SPONSORSHIP

Estate Media will release editorial reports and/or that deliver industry trends, insights and forecasts branded with one, or multiple, of our top talent.

PACKAGE INCLUDES:

- 360 content promotion including social channels and Estate Media newsletters.
- Guaranteed 1K+ downloads.
- Sponsor logo is on the title page and "About The Sponsor" page at the end of the piece.
- Content posted on all social media channels.

TAILORED SOLUTIONS FOR THE REAL ESTATE COMMUNITY Reaching Real Estate Fans



Markov States Rever Ever Know What's Going On Inside A Home

Stay till the end to see the final boss.

ILIN 16 2023

Hello Zillionaires!

There have been so many homes YNKWGOIAH that this entire newsletter is full of them. Thank the Zillow Gods???

What makes a home wild to you? To me it's usually something we've never seen before like a home full of dolls (hint hint) or a house that converted the first floor to a mini golf course lol. It's (never??) a hoarder house or a place where someone may be down on their luck though.



NEWSLETTER OPPORTUNITIES

Featured sponsor on Zillow Gone Wild's <u>135K+ subscriber newsletter,</u> Zillowtastrophes, and <u>WAS the newsletter</u> by Paige Wassel.

PACKAGE INCLUDES:

- Two posts promoted by ZGW and Zillowtastrophes with sponsor call-out. Two IG story's promoting newsletter. Avg. post reach is 5M & story reach is 250K.
- One newsletter promotion by WAS the newsletter, reaching 15K design enthusiasts. With 400K followers, 75% women aged 25-40, Paige can shape the conversation and sales of interior design products.

SPONSORED SERIES

Presenting sponsor on an Estate Media produced original series, either from an existing concept, or new concept.

PACKAGE INCLUDES:

- distributed on YT.
- 4M per season).
- followers.

• At minimum an 8 ep. first season

• 4-6 clips per ep. shared across IG, FB, TikTok and a Snap original series. (Min. 500K impressions per episode,

• Re-sharing of series on social from EM talent, reaching at least 2M



WITH TV'S TOP AGENTS



JOSH FLAGG million dollar LISTING Los angeles

1.4M FOLLOWERS



TRACY TUTOR MILLION DOLLAR LISTING LOS ANGELES

442K FOLLOWERS



MAYA VANDER

SELLING SUNSET



THE INDUSTRY'S DIGITAL STARS



GLENNDA BAKER

The most recognized voice in real estate

1M Followers



AARON GRUSHOW

TikTok's Top Agent

1.6M FOLLOWERS



MARGOT ETTEDGUI

The industry's top mortgage influencer

> **350K** FOLLOWERS

KIM MASON

CEO of Kim Mason & Assosciates



RISING STARS



SARAH **SCHEPER**

LA's Go To Realtor for Pro Athletes

125K FOLLOWERS



RICKY CARRUTH

Alabama's Top Broker and Coach

> **450**K FOLLOWERS



SHAWNA TAMAYOSE

NYC'S Digital Star

100K FOLLOWERS

Las Vegas' Most Influential Realtor



CAMI LINCOWSKI





DELROY GILL

The Top Black Male Realtor in America

> **50K** FOLLOWERS

AND SOCIAL MEDIA SENSATIONS



ZILLOW GONE WILD

> **4.7M** FOLLOWERS



BIGBANKZ

3.9M FOLLOWERS



ZILLOW-TASTROPHES

> **800K** Followers



THANK YOU



partnerships@estate-media.org





ETATE