

Achieving an Advertising Trifecta for Real Estate

Presenters:

Brian Gorman – VP of Sales, iPublish Media Solutions
Eric Bloom – Dir. of Real Estate, Bay Area News Group

Agenda

- Introductions
- Digital RE Landscape
- Demonstration of LeadHax
- Third party competitors
- Demonstration of AdPortal Digital Real Estate
- Why iPublish and AdPortal RE
- Demonstration of iPublish Marketplace and AdPortal Real Estate
- Three licensing programs
- Questions and Answers
- Contact Information

Presenters



Brian Gorman

Vice President of Sales,
iPublish Media Solutions



Eric Bloom

Director of Real Estate,
Bay Area News Group



James Allen

Senior Solutions Engineer,
iPublish Media Solutions

Real Estate – a Local Advertising Play

- Borrell is forecasting a 7.6% increase in local ad growth
- Non-digital local advertising will decline 6.9%
 - Print still a substantial part
- Digital local advertising will increase 22.4%
 - Why? Cheaper, Measurable, and Functional
- Weaker advertising being cut to fund digital
- Facebook ad buys to double
 - How do you sell Facebook ads and still maintain your brand

Where are the ad dollars going?

- Digital display has moved to targeted advertising
- Facebook is everywhere – both advertisers and sales people
- Many low revenue transactions – difficult using direct sales
- 3rd party stand alone applications are capturing revenue
- Not exclusive to media companies
- Your brand is being diminished
- Real Estate is hot and your positioned very well
- Strong brand awareness but steeped in print
- Create a multi channel RE strategy
- We are here to help

Demonstration – LeadHax

LeadHax™ Online Advertising for Real Estate Agents

408-920-5578 Live Chat Sign In

Home Why Advertise FAQs Contact Us

It's Simple, Powerful and Affordable



Facebook Promotion

Target buyers on Facebook
Starts at **\$179**

Like Page

LeadHax powered

4 Bedroom, 2.6 Bathroom, listed by Julie Johnson, Any Town Realty

Julie Johnson
julie@anytown.com

ANY TOWN REALTY

555 East Broadway, Brentwood \$350,000
Beautiful remodeled home in the heart of downtown. Big backyard with patio perfect for weekend BBQs

Learn More

Like Comments Share

Create New Ad

Promote A Listing

Target buyers online
Starts at **\$99**

Brentwood
4 Bed/2.5 Bath \$499,999

Julie Johnson
(510) 333-8541
Any Town Realty

LeadHax ANY TOWN REALTY

Create New Ad

Promote Agent Services

Target sellers online
\$179 per month*^{3 month minimum}

Julie Johnson (510) 333-8541
Any Town Realty

Your local real estate expert for the Bay Area

LeadHax ANY TOWN REALTY

Create New Ad

Powered by a Google Premier Partner

3rd Party Example



Live Chat

888.746.5678

Watch a Demo

Sign In

Real Estate ▾

Other Industries ▾

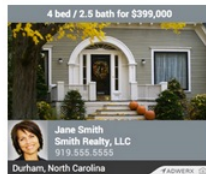
Testimonials

More ▾

Brilliantly simple online advertising
for real estate and local businesses

Ads for listings

Show clients you're working hard
to sell their home.



Promote a listing

LEARN MORE ▶

Ads by zip code

Create awareness with prospects
in your zip codes.



Check zip availability

LEARN MORE ▶

Ads for your sphere

Because 60% of your business
comes from your sphere.




Start free trial

LEARN MORE ▶

Positioned Against You

Adwerx costs 90% less than traditional advertising

And you save even more with your discount!

<p>Traditional Advertising</p> <p>POSTCARDS  \$1,900</p> <p> NEWSPAPER \$425</p>	<p>VS</p>	<p>Adwerx </p> <table border="0"><tr><td>AD COST</td><td>\$39</td></tr><tr><td>CREATIVE COST</td><td>\$0</td></tr><tr><td>TOTAL COST</td><td>\$39</td></tr></table> <p><i>with your discount, as low as</i></p> <p>\$29.25/mo</p>	AD COST	\$39	CREATIVE COST	\$0	TOTAL COST	\$39
AD COST	\$39							
CREATIVE COST	\$0							
TOTAL COST	\$39							

Prices based on 10,000 impressions

Our Real Estate Universe

Campaign Packages: Listing Promotion



Pricing

10,000 impressions
2 weeks (14 days)
\$99

OR

20,000 impressions
4 weeks (28 days)
\$179

Digital solutions available for Real Estate agents are typically very fragmented, complicated and expensive.

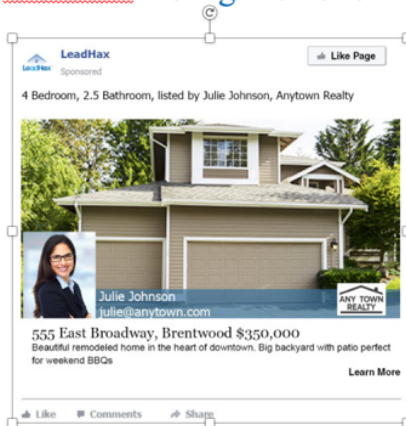
Agents know they need a digital presence but are uncomfortable or unsure how to get started...

Solution has to be simple, powerful and affordable.

Business model is to drive self serve revenue outside the sales team-But our team now finds this product invaluable.

- Secure office meetings, package with open homes, Showcase of Homes etc.
- Solution is almost always packaged with other BANG products.

Campaign Packages: Facebook Listing Promotion



Pricing

In-feed and right hand rail placement on both Desktop and Mobile site and the app

Optimizes to get as many clicks as possible in the campaign time

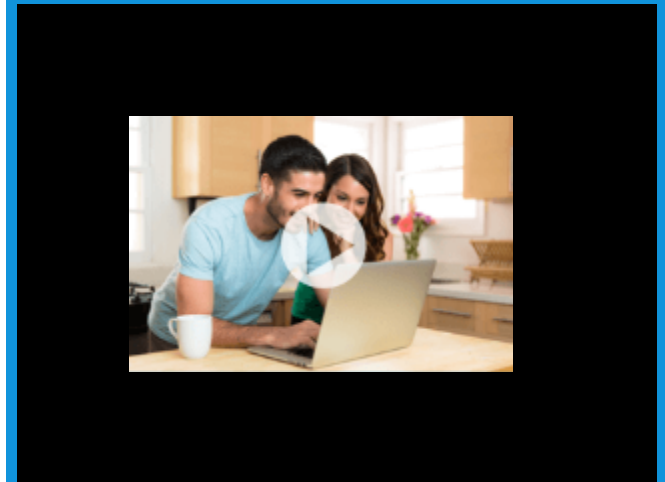
1 month (28 Days)
Est. 3,000-5,000 impressions
Est. minimum 100 clicks
\$179

How it works...

- Partner with MLS organizations, Listhub, and Brokers to access listing data.
- Agents enter the property address or their name and Leadhax pulls information from this data to create a Display or Facebook ad.
- Ad is built and automatically geo targets 15 miles around the property or office or the zip code can be changed.
 - We use 40 RE data segments and white label 30 key RE websites and constantly A/B test
 - For Facebook we constantly adjust our RE behaviors

After it's Built...

- Access to 92% of websites through our ad exchange partnerships,
- Placed using programmatic real time bidding for display and RE intent .
- Ads can show to our audience within the selected radius on any website they are visiting.



Registration, renewal and reporting emails sent automatically to client and available on their dashboard.

Demonstration of AdPortal Digital RE



Powered by  a Google Premier Partner

admin@wave2media.com 

Forgot Username

•••••••• 

Forgot Password

Login

Home

Why Advertise

FAQs

Contact Us

Promote A Listing

Open House or Featured Listing.
Target **buyers in print.**

Open House Saturday 12-4
413 Tobacco Farm Way.



Smart Home Real Estate
000-000-0000
Gregory Agent
000-000-0000

Gorgeous Home in Coveted Neighborhood Custom built on 1.5 acres. 30x9 screened porch overlooks fenced backyard. Hardwood floors underneath carpet. New hot water heater. Located just minutes from downtown Chapel Hill and Durham. \$349,000

Print Display

Promote A Listing

Showcase a property.
Target **buyers online.**

Brentwood
4 Bed/2.5 Bath \$499,999



Julie Johnson
(510) 333-8541
Any Town Realty

LeadHax

Digital Display

New Product

Julie Johnson
Brentwood, 4 Bed/2.5 Bath
Come for the beauty! Renovated Brentwood home close to downtown!



Like Comment Share

Facebook

i-Publish AdPortal: v2.6 Publishing Platform: 7.5.6 (4-g2a6e416) Licensed to: Wave2 Development

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Why iPublish and AdPortal

- Addresses these market challenges
- Connecting RE broker and agents back to your print business
- Captures new revenue
- Proven self-service – high volume low revenue transactions
- Automates internal production lowering costs
- Proven Years of RE agents using self-service
- Sell directly to agents while servicing brokers
- Leverage existing programmatic and social databases
 - Dynamic FB interface
 - Dynamic TTD and Centro interface
- Offer all types of campaigns under your brand
 - Print, O&O, Programmatic and Facebook

AdPortal Real Estate

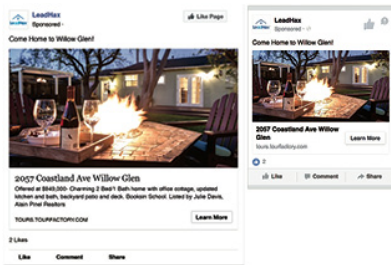
Digital Display

Programmatic, Owned & Operated



Facebook

Desktop and Mobile News Feed Ads



Digital Listings / Marketplace

Indexed and Searchable

Agents
Brokers
Private-Party



Create
Schedule
Pay in Minutes

Any Ad Anywhere Anytime

Broker Pages

Full, Half, and Quarter Page Multiple-Listing Ads



Open House / Featured Listings

Programmatic, Owned & Operated



Classified Liners / Semi-Display

Private-Party, Rentals, For Sale By Owner







Demo Marketplace and Two Step

Home

Customer Service



Search Classifieds

 <p>Garage Sales & Mercha...</p>	 <p>Services & Directories</p>	 <p>Real Estate</p>
<p>General (666) Misc (203) Appliances (87) Furniture (55) Antiques/Collectibles (40) See More »</p>	<p>Contractor/Home Improvement (306) General (233) Business Services (229) Landscaping/Snow Removal (163) Home/Office Repairs (60) See More »</p>	<p>Residential For Rent (696) Residential For Sale (265) Commercial Property (63) Land, Lots, Farms, and Acreage (36) General (33) See More »</p>
 <p>Announcements</p>	 <p>Jobs/Help Wanted</p>	 <p>Transportation</p>

Licensing Options

- Affiliate Program with LeadHax
 - Turnkey with optional branding
 - Facebook and Programmatic licensing included
 - MLS included
- AdPortal Digital Real Estate
 - Complete white label with your branding
 - Includes O&O, programmatic and Facebook – print optional
 - Facebook and Programmatic licensing optional
 - We use your MLS
- AdPortal Real Estate Platform
 - Complete white label with your branding
 - Includes print, all three digital products and Marketplace
 - We use your MLS

Questions & Answers

THANK YOU!

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ebloom@bayareanewsgroup.com

408-920-5619