



# 2021

Media, Content,  
Lead Generation  
& Event Networking  
Overview



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## RISMEDIA READERSHIP PROFILE - REAL ESTATE BROKER & AGENT DEMOGRAPHICS

### RISMEDIA'S TOTAL REACH/DISTRIBUTION

Real Estate Brokerage Firms	55,052	
Real Estate Sales Professionals (Agents)	311,956	
<b>Total Reach</b>	<b>367,008</b>	
	<b>Print</b>	<b>Digital</b>
RISMedia's Real Estate Magazine (Print/Digital)	<b>45,000</b>	<b>327,336</b>
RISMedia's Daily e-News	<b>N/A</b>	<b>365,741</b>

### REAL ESTATE BROKERAGE FIRMS

Total Residential Real Estate Firms	55,052
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#### Firms/Offices

Single-Office, Two-Person Firms	42,940	78%
Four (4) or More Offices	5,505	10%
Other	6,606	12%

#### Affiliation

Independent, Non-Franchised	46,244	84%
Franchised	8,808	16%

#### Geographic Market Area of Firm

Nationwide	550	1%
Multi-State Area	2,753	5%
Resort/Recreation Area	3,854	7%
Rural Area/Small Town	15,965	29%
Metropolitan Area or Region	31,930	58%

### REAL ESTATE AGENTS

Total NAR Members	290,224	93.04%
Total Non-NAR/Other	21,712	6.96%
Total Licensed Real Estate Agents	311,956	100%

#### Age

18-24	9,983	3.20%
25-34	54,124	17.35%
35-44	65,792	21.09%
45-54	68,568	21.98%
55-64	67,726	21.71%
65+	45,764	14.67%
<b>Total</b>	<b>311,956</b>	<b>100%</b>

#### Gender

Male	132,269	42.4%
Female	179,687	57.6%

#### Agent Homeownership

Own Home, Co-Op or Condo	252,684	81%
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#### Affiliation

Affiliated With an Independent Firm	177,815	57%
Affiliated With a Brand (Franchise)	134,141	43%

#### Status

Independent Contractor	246,445	79%
Employee	18,717	6%
Other	46,793	15%
Full- vs. Part-Time	240,207	77%

## THE POWER OF EFFECTIVE ENGAGEMENT

Since 1980, RISMedia has been providing the real estate industry with strategic business development information, real estate best practices, pertinent news, research and market analysis on the trends and issues affecting residential real estate. Leveraging our reputation as thought leaders in the industry, we offer a targeted, effective way to communicate your message to the leaders in residential real estate and the decision-makers who have the authority to purchase your products or services.

### About RISMedia

RISMedia is recognized as a leading provider of the most relevant and up-to-date information related to the residential real estate market. Top real estate professionals and organizations rely on our content to keep them informed and educated about the latest trends and developments to help guide their most important business strategies and decisions. Through integrated print, online and face-to-face marketing initiatives, we reach and consistently engage an industry audience of 350,000-plus practitioners, resulting in long-term relationships.

## OUR AUDIENCE

RISMedia's print and online content reach a vast array of residential real estate professionals and associations, including:

- Leading Real Estate Brands
- Trusted Product & Service Firms
- Prominent Power Brokers
- Top-Producing Agents
- MLSS, Boards & Associations

## OUR INTEGRATED APPROACH

### EDITORIAL

- RISMedia's Real Estate Magazine
- RISMedia.com
- RISMedia Daily e-News

### ADVERTISING & BRANDING

- RISMedia's Real Estate Magazine (Print & Digital)
- RISMedia's Daily e-News
- RISMedia.com (Online)

### PREMIUM EDITORIAL & ADVERTISING/BRANDING

- Specialty Advertising & Promotion
- Specialty e-Newsletters
- Specialty Publishing

### ANNUAL CAMPAIGN PROMOTIONS

- RISMedia's Newsmakers Annual Campaign Promotion
- RISMedia's Power Broker Annual Campaign Promotion

### LEAD GENERATION

- RISMedia's Webinar Series
- Interstitial Advertisements

### EVENT NETWORKING SOLUTIONS

- RISMedia's Real Estate's Rocking in the New Year
- RISMedia's Springing into Action
- RISMedia's Real Estate CEO Exchange
- RISMedia's Power Broker + Newsmakers Reception & Dinner

## PARTIAL CLIENT LIST

RISMedia's primary business relationships with the nation's leading purveyors of residential real estate products and services:







## RISMedia.com & RISMedia's Daily e-News

### RISMedia.com

- Over 20,000 pages of business development strategies, industry news and trends for residential real estate professionals and related fields
- Offers consumer news, trends and industry best practices, as well as RSS feeds that can populate your website with relevant and engaging news

### RISMedia's Daily e-News

- High-level, business-building information, industry news and trends, best practices articles and detailed "how-to" insights delivered to our full audience of over 350,000+ industry professionals around the U.S.
- Positions your company as an industry expert by providing takeaway strategies, how-tos or best practices that real estate professionals can implement to grow their business
  - Emailed seven (7) days per week
  - For an example of the Daily e-News, go to <https://bit.ly/2L1CR1n>.

All dedicated magazine editorial\* will be featured in our Daily e-News and on RISMedia.com during the month it runs in the print and digital magazine. These include:

- Cover Story
- Feature Story
- Commentary/Column
- Client/Broker Spotlight
- Company Spotlight

### Business Development Tip

- Company positioned as industry expert by providing take-away strategies, how-tos or best practices that real estate professionals can implement to grow their business. (500 – 600 words)

### Press Releases

- Submit newsworthy press releases, such as executive appointments, mergers/acquisitions, product announcements, awards and achievements, etc., for inclusion in RISMedia's Daily e-News and online at RISMedia.com.

\*See page 2 for print editorial details.

**RISMedia's Daily e-News** is also available for distribution to your network members (via email):

- **Co-branded:** This version of the e-Newsletter is emailed to your distribution list daily, complete with your company/brand logo and links to your website.
- **Private-labeled:** This is a customizable version of the e-Newsletter that allows your company to edit text, advertising, graphics and URLs.



RISMedia.com



RISMedia's Daily e-News

## RISMEDIA'S REAL ESTATE MAGAZINE

### Print & Digital Branding

RISMedia's Real Estate Magazine Ads

- Full Page
- Two-Page Spread
- Half Page
- Quarter Page

Premium Advertising Placement

- Inside Front Cover
- Inside Back Cover
- Back Cover

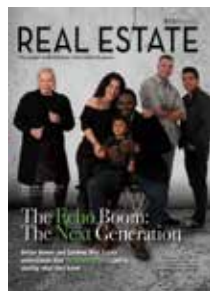
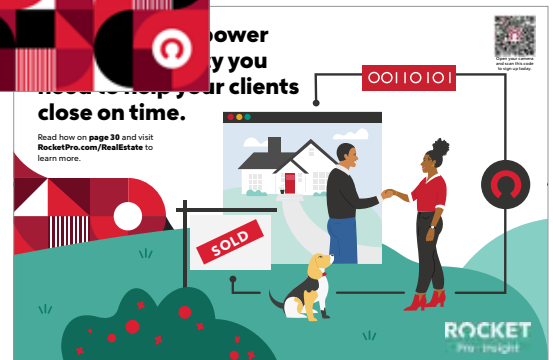
Specialty Print Advertising

- Belly Band
- Barn Door Front Cover
- Gatefold Front or Back Cover

*\*Specifications available upon request.*



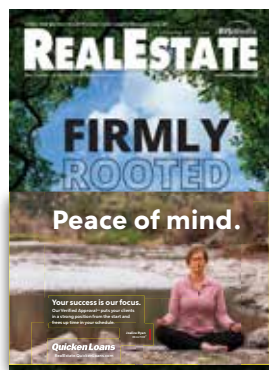
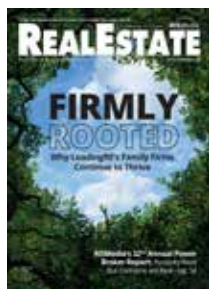
RISMedia's Real Estate Magazine  
Barn Door Front Cover



RISMedia's Real Estate Magazine  
Gatefold Front Cover



Two-Page Spread



RISMedia's Real Estate Magazine  
Belly Band



Half-Page Ad



Full-Page Ad



## RISMedia Daily e-News Branding

RISMedia's Daily e-News contains three (3) ad locations, grouped to allow maximum visibility for the recipient. Delivered seven (7) days a week and through our responsive design, your ad is optimized to be seen and engaged with whether it is desktop or mobile. The National Media Ad Group is delivered to our full audience of over 350,000+ industry professionals around the U.S.

National Daily News Placement

National Premium Banner Ad

National Premium Square Ad

National Square Ad

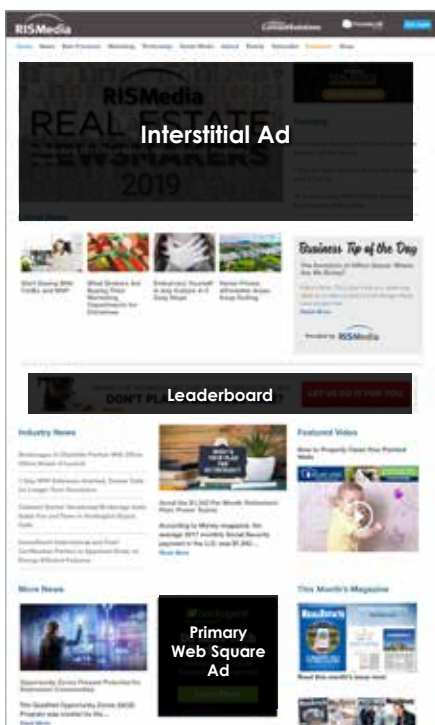
## RISMedia.com

**Interstitial Advertisement** (includes top leaderboard) - An interstitial advertisement can feature various offers for lead generation (email collection) or sales (selling a product). It could also be used to alert the audience to a special offer, new product, poll or more.

Leaderboard/Lower Leaderboard Ad

Primary Web Square Ad

Content Square Ad (appears within story)



RISMedia.com Homepage



RISMedia.com Secondary Page





## SPECIALTY BRANDING

### Homepage Ad Takeover

This type of display advertising will feature one company's advertising creative in all available advertising positions on RISMedia's homepage. Special promotions may also include creative on News Alerts and article landing pages.



## SPECIALTY EDITORIAL & BRANDING

### Business Tip of the Day

RISMedia's Business Tip of the Day is a brief, educational business development note that is prominently located in the RISMedia e-News, which delivers to a daily network of over 350,000+ subscribers, and on all RISMedia.com pages.

The Business Tip of the Day provides a unique opportunity to extend your firm's reach through insightful messaging and helps readers associate quality business tips with your company's brand.

The prominent placement of the tip assures readers will see your messaging and be exposed to your value proposition and branding.



The Business Tip of the Day is prominently located in RISMedia's daily e-Newsletter (left), and, on click-through, your advertisement will appear next to your article (above).

## SPECIALTY E-NEWSLETTERS

### Team Tuesday e-Newsletter

The Team Tuesday e-Newsletter, delivered to a network of over 350,000+ subscribers, caters to those involved with or interested in real estate's largest-growing group: teams. This specialized focus provides in-depth business development tips and best practices unique to the team format, allowing teams to capitalize on strategies that are relevant and extremely effective.

Your marketing initiatives will make a unique impact, reaching a more targeted audience and effectively widening your reach, whether readers are already members of a team or are simply looking to stay abreast of the team format.

Your team-focused content will be the lead story of our Team Tuesday e-Newsletter edition. Your premium banner advertisement will be prominently placed under the lead story, and a Primary Web Ad will follow through to your content landing page on RISMedia.com, reinforcing your value proposition and offerings to readers.

*\*Additional team-focused branding opportunities throughout this special edition also available.*

### Sunday Showcase e-Newsletter

RISMedia's Sunday Showcase e-Newsletter brings valuable information to real estate professionals at a critical time in the week, when many are working in and on their business. Sunday's content features business development tips and productivity boosters tailored to the working agent in order to help them understand how they can utilize valuable weekend time to create sound strategies to improve their business.

An ideal stage for highlighting products and services that can help agents reach their business goals, RISMedia's Sunday Showcase e-Newsletter attracts a segment of the agent population that strives to constantly improve their business. RISMedia's Sunday Showcase gives your company a messaging platform that can be quite lucrative and one of the most powerful tools in your marketing toolbox.



Your ad/promo will be positioned underneath RISMedia's Team Tuesday editorial content and on the article/editorial content landing page.



## SPECIALTY PUBLISHING

### Custom Cover Story

Present your firm to your immediate local market and attract referral opportunities from thousands of real estate brokerage firms around the United States!

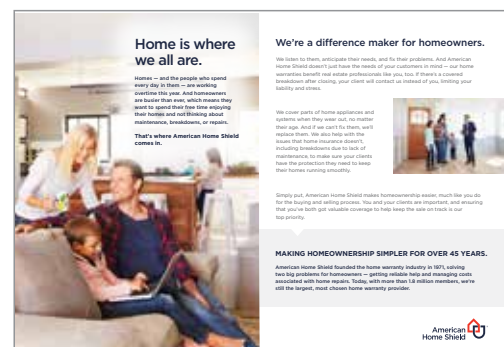
- Provides an opportunity to highlight your firm's vision, leadership team, core values, technology and marketing resources, and competitive differentiation
- Feature up to four (4) photos, in addition to the cover photo, to help illustrate your message
- 1,000 copies of the magazine with your photo on the cover for your distribution
- Four-page article written by RISMedia's editorial staff to also be included in our national print distribution to 45,000 subscribers and in our digital magazine distribution to 350,000+ real estate professionals
- A digital version of your custom magazine
- View an example of a variable cover story [here](#).



Custom Cover Story

### Marketing Supplement

- Provides an opportunity to highlight and promote any aspect of your firm, such as growth and expansion, marketing strategy, technology platform, agent-support resources, etc.
- As an advertising supplement, this piece can promote the firm in any manner, and, therefore, may include logos, calls-to-action, testimonials, etc.
- An eight-page branded supplement poly-bagged within an issue of RISMedia's Real Estate Magazine
- View an example of a marketing supplement [here](#).



Marketing Supplement



## RISMedia's Newsmakers Engagement Campaign

The RISMedia Real Estate Newsmakers initiative is a year-round, turnkey promotional campaign, inclusive of dedicated editorial, branding and event sponsorship/networking. This integrated marketing campaign provides for significant messaging, positioning and engagement across all RISMedia print and online platforms.

Your dedicated branding and editorial will be featured on all RISMedia assets and within all segments of the Real Estate Newsmakers Engagement Campaign:

### • Nominations & Selection Process:

- Email Promotion
- RISMedia e-News
- News Alerts
- Blog Story/Blog Alerts
- Displayed prominently on RISMedia.com – 24/7

### • Directory

- RISMedia's Real Estate Newsmakers are prominently featured in a dedicated directory on RISMedia.com
- Features easy access to RISMedia's Newsmaker profile pages via category subsections
- Sponsors displayed prominently on RISMedia.com – 24/7

### • Spotlights

- Real Estate magazine
  - A monthly dedicated editorial that highlights one Newsmaker per article
- RISMedia e-News
  - Displayed prominently on RISMedia.com – 24/7

### • Newsmakers Profiles

- Within RISMedia.com online directory
- Each Newsmaker will be listed within the RISMedia Newsmakers online directory, showcasing each individual

### • Sponsor Profiles

- Within RISMedia.com online directory
- Each sponsoring firm will be strategically positioned within the RISMedia Newsmakers directory, showcasing each firm for easy access to company, and product/service background information, as well as specific contact information

### • Conference Editorial Coverage

- RISMedia.com – 24/7
- RISMedia e-News
- News Alerts
- Blog Alert



Newsmakers Directory



Newsmakers News Alert



Newsmakers Feature Story - Real Estate magazine



Newsmakers Spotlight



Newsmakers Profile



Sponsor Profiles



## RISMedia's Power Broker Engagement Campaign

The RISMedia Power Broker initiative is a year-round, integrated marketing campaign, inclusive of dedicated editorial, branding and event sponsorship/networking. This integrated marketing campaign provides for significant messaging, positioning and engagement across all RISMedia print and online platforms.

Your dedicated branding and editorial will be featured on all RISMedia assets and within all segments of the RISMedia Power Broker Engagement Campaign:

### • Survey

- Email Promotion
- RISMedia e-News
- News Alerts
- Blog Story/Blog Alerts

### • Report

- Real Estate Magazine
- Feature Story
- News Alerts
- RISMedia e-News
- Blog Story/Blog Alerts

### • Directory

- The nation's top residential brokerage firms ranked by sales volume and total transactions which includes year-over-year results, and direct links and company information for each firm

### • Spotlights:

- A monthly dedicated editorial that highlights one Power Broker firm per article
- Real Estate Magazine
- RISMedia e-News

### • Power Broker Profiles

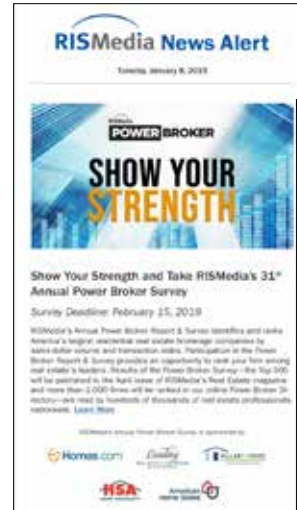
- Each Power Broker firm will be listed within the RISMedia Power Broker Directory – showcasing each firm for easy access to company background, transaction and dollar volume rankings, markets served, office locations, agent count, along with specific site and executive contact information

### • Sponsor Profiles

- Each sponsoring firm will be strategically positioned within the RISMedia Power Broker Directory, showcasing each firm for easy access to company, product/service background information, as well as specific contact information.

### • Reception & Dinner Editorial Coverage

- RISMedia e-News
- News Alerts
- Blog Alert



Power Broker Survey News Alert



Power Broker Directory



Power Broker Spotlight

Power Broker Report - Real Estate magazine



Sponsor Profiles



Power Broker Profiles

## The RISMedia Webinar Series

Increase your brand presence and engage with top industry professionals through RISMedia's Broker and Agent Webinar Series. As a sponsor, you will receive several opportunities to reinforce your firm's commitment to helping brokers and agents succeed, both through our pre- and post-coverage of the webinar, along with live participation and branding during the event. In addition, you will receive the names and email addresses of all attendees and registrants.

### PROMOTION

#### Pre-Presentation

- Three (3) News Alerts: Your company logo and name included with RISMedia's special webinar announcement emails sent to RISMedia subscribers
- Company logo and name included on registration page
- Webinar news story in RISMedia's Daily e-News sent to RISMedia subscribers and posted on RISMedia.com
- Webinar promotion on RISMedia social media channels
- Company name and logo on all PowerPoint® slides
- Sponsor will be introduced at the start of the webinar to give overview of company
- Sponsor to submit up to five (5) survey questions that will appear to attendees directly after webinar ends (feedback and answers supplied after webinar)
- Live Tweeting: Twitter coverage by RISMedia's social media editors

#### Post Presentation

- One (1) post-webinar recap story in RISMedia's Daily e-News sent to RISMedia subscribers and posted on RISMedia.com with link to recorded webinar
- Link to recording and coverage on RISMedia's social media networking channels

### DELIVERABLES

- Receive the name and email addresses of all registrants supplied during webinar registration
- Presentation will be recorded and link to recording sent to all attendees; sponsor(s) logo will appear on video

For a complete playlist of our webinar series, go to <http://goo.gl/Qh9vh4>.



*Pre-Presentation Promotion Webinar News Alert (3x) RISMedia's Daily e-News*

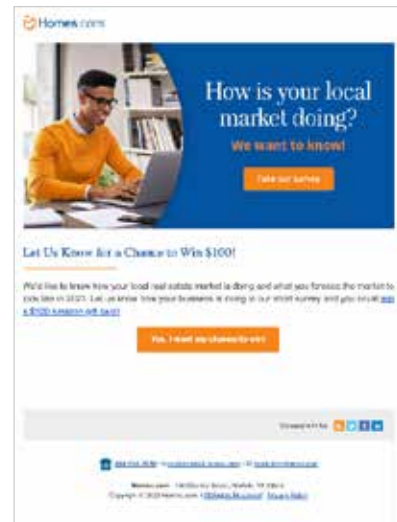


*Post-Promotion Webinar Recap (1x) RISMedia.com*

## Email Marketing Promotion

Market your promotional message and offer through RISMedia to more than 180,000 licensed real estate professionals.

- HTML artwork to be submitted by company
- Metric reports on open and click through rates will be provided
- Average CTR: 4.88%
- Average Open Rate: 24.34%
- Please inquire for pricing



HTML Email Marketing Promotion



## RISMedia's Real Estate's Rocking in the New Year 2022

**Date: TBD • Virtual**

This full-day virtual event—co-presented by RISMedia and the National Association of REALTORS®—will include two separate tracks for agents and brokers, targeting specific issues and strategies for each group. More than 15 sessions will be presented by 80+ real estate sales and management leaders who will share actionable advice to help you expand your skillset and be better equipped for a successful 2021...no matter what challenges lie ahead!!

- For information about sponsoring this event, click [here](#).



*In this opening session, four well-respected executives leading national and regional brokerage organizations discuss the toughest challenges they're facing and the new opportunities that lie ahead for 2021.*

## RISMedia's Spring Into Action 2021

**April 8, 2021 • Virtual**

On April 8, 2021, RISMedia and the National Association of REALTORS® will co-present 'Spring Into Action 2021,' a full-day virtual event with two separate tracks for brokers/managers and agents. Spring Into Action will provide hands-on strategies for maximizing the spring and summer real estate markets, delivered by a star-studded line-up of top brokers, team leaders, sales associates, trainers, coaches and subject-matter experts.

## RISMedia's Real Estate CEO Exchange

**September 16 & 17, 2021 • Harvard Club, New York City, N.Y.**

RISMedia's Real Estate CEO Exchange gathers a select group of dynamic industry leaders to discuss our future in the new era of real estate. Held in mid September at the Harvard Club in New York City, this day-and-a-half-long educational and networking event provides attendees with exclusive insight into what other leading brokers are doing to profitably increase marketshare and build a more successful real estate organization. This event is exclusively for: brokerage owners and operating executives of RISMedia's Real Estate's Top 500 Power Broker firms; senior executives from all major real estate franchises; executives from the industry's leading trade associations and MLSs; and senior executives from select industry service providers.

- For information about sponsoring this event, click [here](#).



*During his keynote address, LeadingRE's Paul Boomsma discussed innovation, information and the global issues impacting real estate.*

## RISMedia's Power Broker + Newsmakers Reception & Dinner at NAR Annual

**Friday, November 13, 2021 • New Orleans, L.A.**

Held each year during NAR Annual, RISMedia's Power Broker Reception & Dinner gathers real estate's leading decision-makers—from top brokers and executives to industry visionaries—for this invitation-only event. This exclusive gala annually honors the real estate industry's top-producing companies—ranked by transaction and sales volume in RISMedia's Annual Power Broker Survey—and offers sponsors a unique opportunity to network with the industry's top power players, all in one location. The dinner follows RISMedia's Annual Power Broker Forum, held earlier that day in conjunction with NAR's REALTORS® Conference & Expo.

- For information about sponsoring this event, click [here](#).



2019 Power Broker Dinner

### Sponsorships available at all levels

*\*Please contact your RISMedia Account Representative at (203) 855-1234 to discuss sponsorship pricing.*



M = Magazine N = Daily e-Newsletter W = Website

Asset	Description	M	N	W
<b>EDITORIAL</b>				
<b>RISMEDIA'S REAL ESTATE MAGAZINE</b>				
Cover Story	Cover image and story showcases a company's services and/or top executives, as appropriate. Front cover plus five-page story within the magazine, inclusive of sidebars, photos and artwork. (2,200 - 2,400 words)	●	●	●
Feature Story	In-depth look at your company's products and services, including interviews with company executives, clients, etc. (900 - 1,100 words)	●	●	●
Commentary/Column	Written by a company executive to voice his or her opinion on a pertinent industry issue or trend, or to provide strategic business-development advice. (500 - 600 words)	●	●	●
Client/Broker Spotlight	RISMedia editors interview a broker/agent of your choice about their success with your firm/products/service. Serves as an invaluable practitioner testimonial for your company. (500 - 600 words)	●	●	●
Company Spotlight	Provides the opportunity to promote your firm's products and/or services (500 - 600 words)	●	●	●
<b>RISMEDIA'S DAILY E-NEWS &amp; RISMEDIA.COM</b>				
Business Development Tip	Company positioned as industry expert by providing take-away strategies, how-tos or best practices that real estate professionals can implement to grow their business. (500 - 600 words)		●	●
Press Release Placement	Press release submitted by client to cover company news, such as executive appointments, acquisitions, product announcements, mergers, awards and achievements, etc.		●	●
<b>BRANDING</b>				
<b>RISMEDIA'S REAL ESTATE MAGAZINE ADS</b>				
Full Page Ad (1x)	Four-color ad insertion	●		
Half Page Ad (1x)	Four-color ad insertion	●		
Quarter Page Ad (1x)	Four-color ad insertion	●		
Two-Page Spread (1x)	Four-color ad insertion	●		
Inside Front Cover (1x)	Premium advertising placement	●		
Inside Back Cover (1x)	Premium advertising placement	●		
Back Cover (1x)	Premium advertising placement	●		
<b>SPECIALTY ADVERTISING</b>				
Belly Band	Furnished paper outsert with your message on it, wrapped around the magazine.	●		
Barn Door Cover	A split front-cover spread.	●		
Gatefold Cover	The three-page gatefold is a two-page spread advertisement that opens up from the inside front cover.	●		
Gatefold Back Cover	The three-page gatefold is a two-page spread advertisement that opens up from the inside back cover.	●		
<b>RISMEDIA'S DAILY E-NEWS (100,000 impressions minimum commitment)</b>				
National Premium Banner	First ad position; 500 x 100 pixels for email		●	
National Premium Square	Third ad position; 72 dpi; .png or .jpg file; 300 x 300 pixels		●	
National Square	Fifth ad position; 72 dpi; .png or .jpg file; 300 x 300 pixels		●	

M = Magazine N = Daily e-Newsletter W = Website

Asset	Description	M	N	W
WEBSITE - RISMEDIA.COM & RISMEDIA HOUSECALL/BLOG				
Interstitial Advertisement & Top Leaderboard	970 x 415; 970 x 90 pixels <i>Note: RISMedia will make every effort to deliver interstitial ads as defined in this document, however, RISMedia may use different techniques for displaying these ads in order to prevent ads from being blocked by certain browsers and browser plugins.</i>			●
Leaderboard/Lower Leaderboard	970 x 90 pixels			●
Primary Web Square Ad	300 x 300 pixels			●
Content Square Ad	300 x 300			●
PREMIUM PROMOTION				
SPECIALTY EDITORIAL & BRANDING				
RISMedia's Business Tip of the Day	Brief, educational business development note that is prominently located in the RISMedia e-News, and on all RISMedia.com pages. Specs: brief tip (25 characters) and logo; URL or editorial; square ad 300 x 300 pixels		●	●
SPECIALTY E-NEWSLETTERS				
Team Tuesday	The Team Tuesday e-Newsletter, delivered to a network of over 365,000 subscribers, caters to those involved with or interested in real estate's largest growing group: teams. Editorial; banner ad 500 x 100 pixels; square ad 300 x 300 pixels		●	
Sunday Showcase	RISMedia's Sunday Showcase e-Newsletter brings valuable information to real estate professionals at a critical time in the week, when many are working in and on their business. Editorial; banner ad 500 x 100 pixels; square ad 300 x 300 pixels		●	
SPECIALTY PUBLISHING				
RISMedia's Real Estate Magazine Custom Cover Story	Four-page article written by the RISMedia editorial staff to also be included in our national print distribution and online digital magazine; 1,000 copies of the magazine with your photo on the cover for your distribution; digital version of your personal magazine.	●	●	●
RISMedia's Real Estate Magazine Marketing Supplement	Up to eight-page branded supplement poly-bagged with a monthly issue of Real Estate magazine and sent to 42,000 industry practitioners on the 1 <sup>st</sup> of the month. Marketing supplements are controlled by the client, and, therefore, may cover any topic of the client's choosing, such as: in-depth company profile; company event; profiles of company's brokers/agents/clients; guide to company's products and services; etc. Editorial and design assistance from RISMedia staff may be enlisted as needed.	●	●	●
ANNUAL CAMPAIGN PROMOTIONS				
RISMedia's Newsmakers Engagement Campaign	The RISMedia Real Estate Newsmakers initiative is a year-round, turnkey promotional campaign, inclusive of dedicated editorial, branding and event sponsorship/networking. This integrated marketing campaign provides for significant messaging, positioning and engagement across all RISMedia print and online platforms.	●	●	●
RISMedia's Power Broker Annual Campaign	The RISMedia Power Broker initiative is a year-round, integrated marketing campaign, inclusive of dedicated editorial, branding and event sponsorship/networking. This integrated marketing campaign provides for significant messaging, positioning and engagement across all RISMedia print and online platforms.	●	●	●

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Asset	Description	M	N	W
LEAD GENERATION				
RISMedia's Webinar Series	Reinforce your firm's commitment to helping brokers and agents succeed by sponsoring RISMedia's popular webinars. Sponsor receives promotion through pre- and post-webinar coverage featured on-line (e-News, News Alerts, blog, social media) and in print, along with live participation and branding during the webinar.	●	●	●
EVENT NETWORKING SOLUTIONS				
RISMedia's Rocking In the New Year	This full-day virtual event—co-presented by RISMedia and the National Association of REALTORS®—will include two separate tracks for agents and brokers, targeting specific issues and strategies for each group. More than 15 sessions will be presented by 80+ real estate sales and management leaders who will share actionable advice to help you expand your skillset and be better equipped for a successful 2021...no matter what challenges lie ahead!!	●	●	●
RISMedia's Spring Into Action	Virtual event will be held in April 8, 2021, RISMedia and the National Association of REALTORS® will co-present 'Spring Into Action 2021,' a full-day virtual event with two separate tracks for brokers/managers and agents. Spring Into Action will provide hands-on strategies for maximizing the spring and summer real estate markets, delivered by a star-studded line-up of top brokers, team leaders, sales associates, trainers, coaches and subject-matter experts.	●	●	●
RISMedia's Real Estate CEO Exchange	Held in September at the prestigious Harvard Club in New York City, this day-and-a-half-long educational and networking event gathers a select group of 225 influential and dynamic industry leaders to discuss our future in this new era of real estate.	●	●	●
RISMedia's Power Broker + Newsmakers Reception & Dinner	Held each year at the NAR Annual Conference, this event honors the achievements of those firms who appeared in RISMedia's annual Power Broker Report. This is the industry's premiere "who's who" event. Brokers in attendance at the reception and dinner represent 20 percent of the annual real estate transactions in the United States, providing sponsors a rare opportunity to network with the industry's upper echelon.	●	●	●