

A minimalist interior scene with a wooden floor, a striped armchair, a side table with plants, and a white square containing the word 'ESTATE'.

ESTATE

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

CMO TODAY

‘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



Hollywood
REPORTER

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 Hollywood Reporter*. “Our programming will reflect our mission, creating content for every real estate professional, catering to all levels of experience.”

OUR AUDIENCE

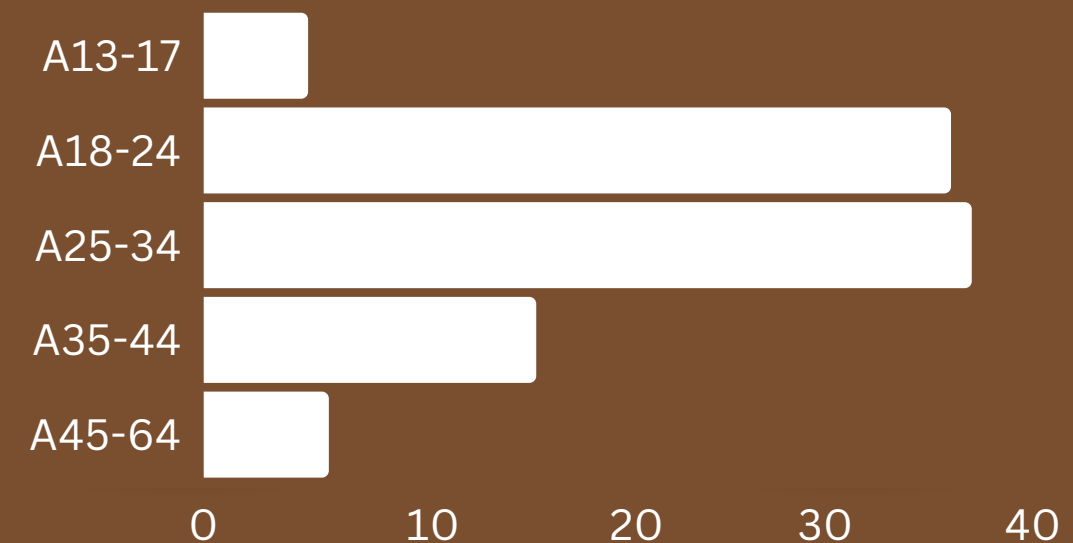
Estate Media reaches over **1M+ Real Estate Professionals** and over **25M+ subscribers and followers** across our talent network.

Our newsletter network. Reaches 75K+ subscribers with an average income of \$250K

58%
Female
Audience

42%
Male
Audience

AGE BREAKOUT



WHY ESTATE MEDIA?

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

Estate Media has 25M+ engaged eyeballs.

SOCIAL MEDIA



Which it drives to socials & original IP across video, audio, newsletters, education and television.

STUDIOS



Which are co-promoted across EM talent and owned newsletters, products and educational initiatives.

CO-PROMOTION



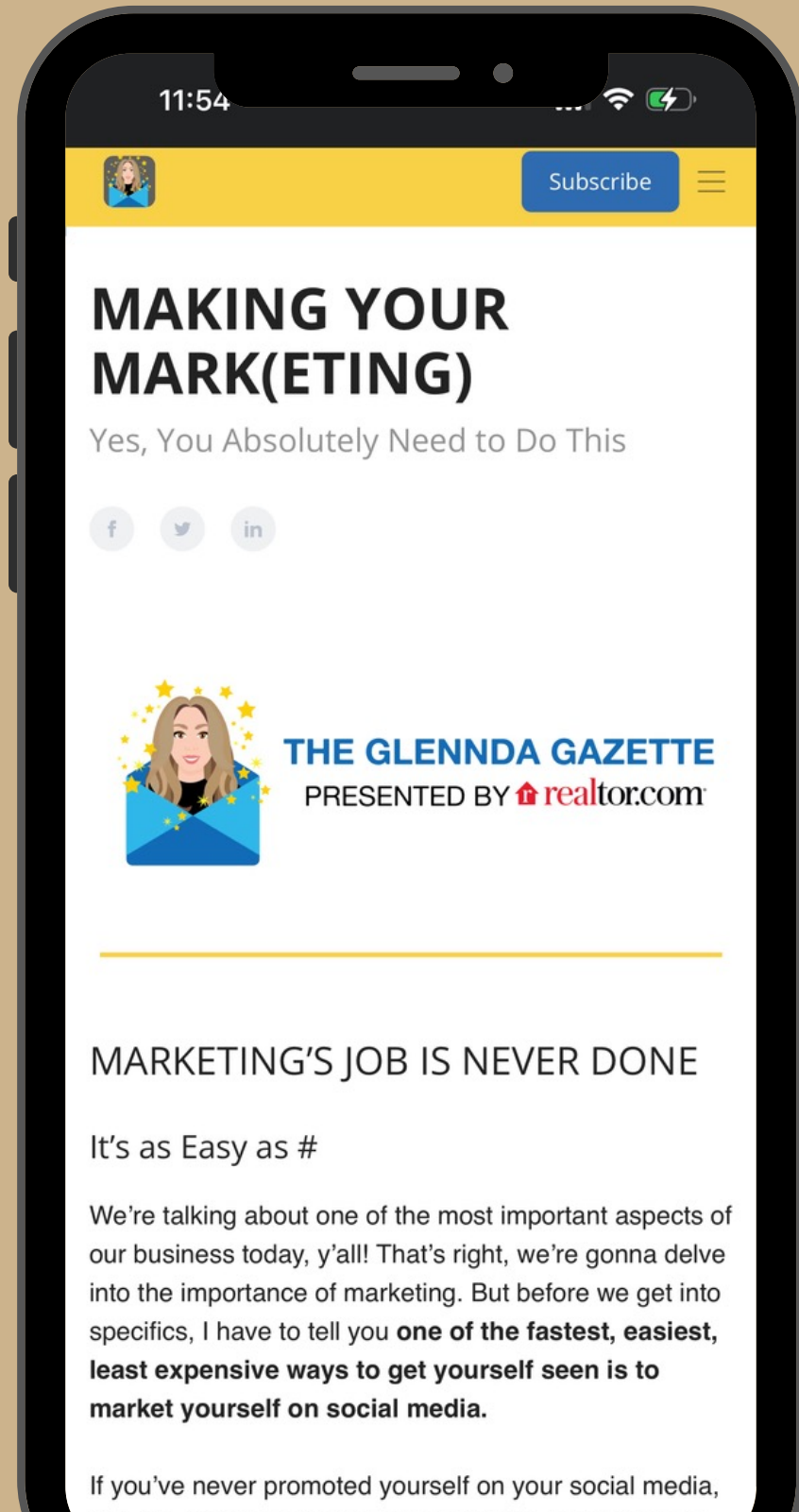
Driving brand awareness and continuity among the top voices in the industry, leading to outsized reach and loyalty.

BRAND GROWTH



IN GOOD COMPANY: OUR BRAND PARTNERS





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

realtor.com[®]



CASE STUDY

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



TAILORED SOLUTIONS FOR THE REAL ESTATE COMMUNITY

High conversion newsletters read by realtors and investors

Newsletter Sponsorships

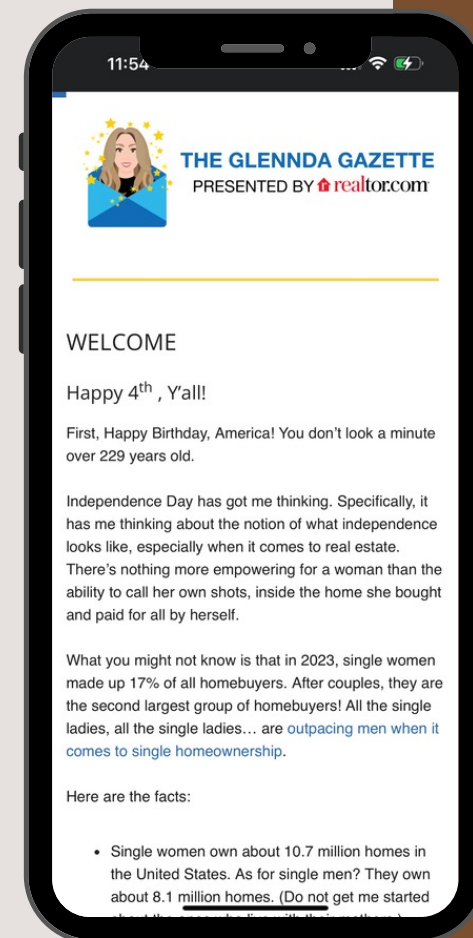
- Logo Placement
- Custom Videos
- Collaboration with Glendra and Estate Media Network
- 150 Words of Copy
- Custom CTA

50K
COMBINED
SUBSCRIBERS

62.5%
OPEN RATE

60%
WOMEN

80%
REAL ESTATE
PROFESSIONALS



GLENDA BAKER
Real Estate Broker

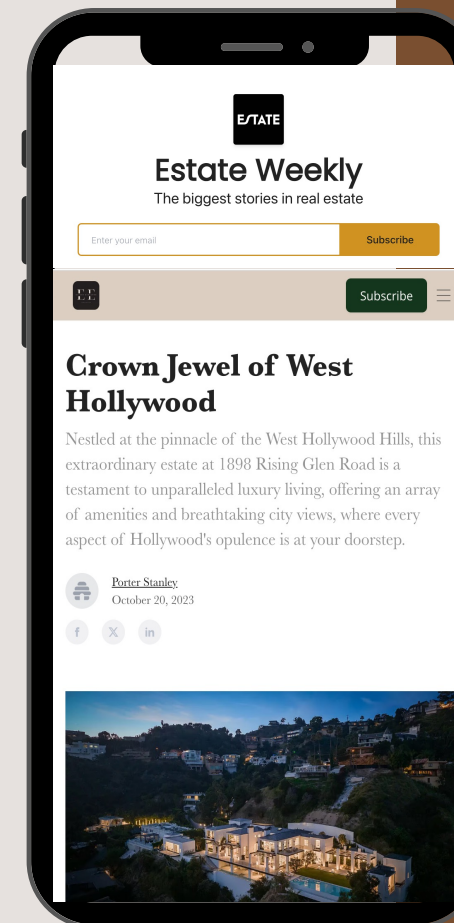
Instagram 136K TikTok 881K

• 1M+ followers on social.

• “The most in-demand keynote speaker in real-estate”

• Has the most passionate community, “The Glenderrati” in the industry. 5K+ women have sent Glendra photos wearing her signature “stars.”

• 10+% CTR.



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 with 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.



REPORT/E-BOOK SPONSORSHIP

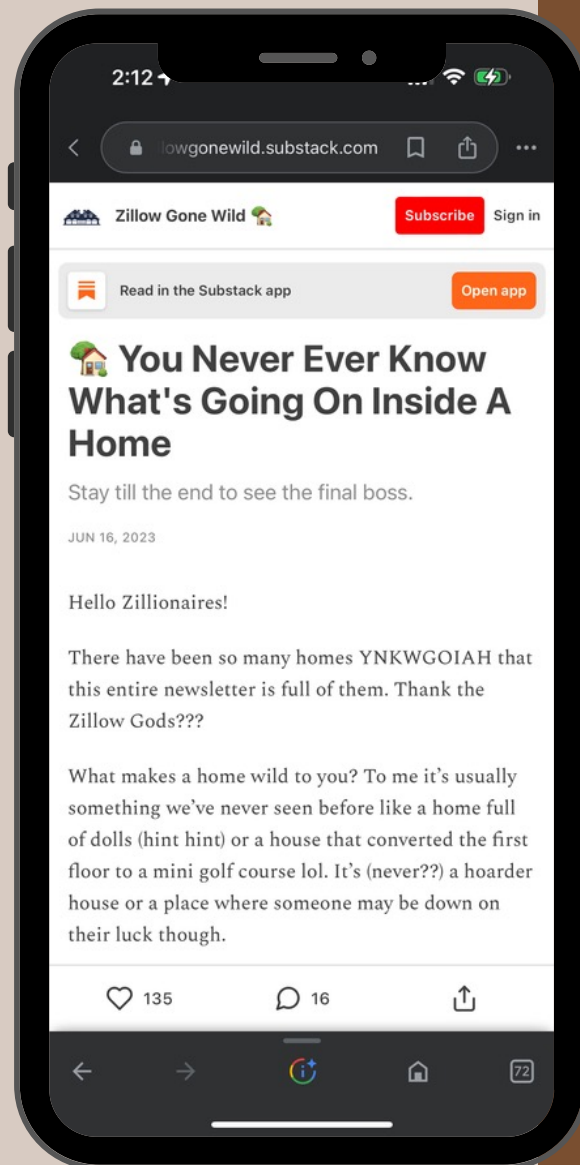
Estate Media will release editorial reports and/or that deliver industry trends, insights and forecasts branded with one, or multiple, of our top talent.

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



NEWSLETTER OPPORTUNITIES

Featured sponsor on Zillow Gone Wild's 135K+ subscriber [newsletter](#), [Zillowtastrophes](#), and [WAS the newsletter](#) 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:

- At minimum an 8 ep. first season distributed on YT.
- 4-6 clips per ep. shared across IG, FB, TikTok and a Snap original series. (Min. 500K impressions per episode, 4M per season).
- Re-sharing of series on social from EM talent, reaching at least 2M followers.



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

1.5M
FOLLOWERS

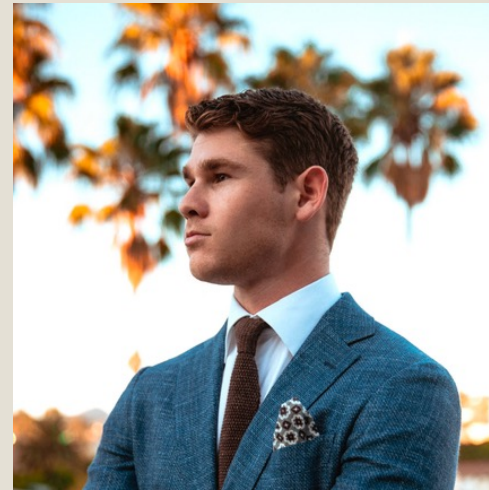
THE INDUSTRY'S DIGITAL STARS



**GLENDA
BAKER**

*The most recognized
voice in real estate*

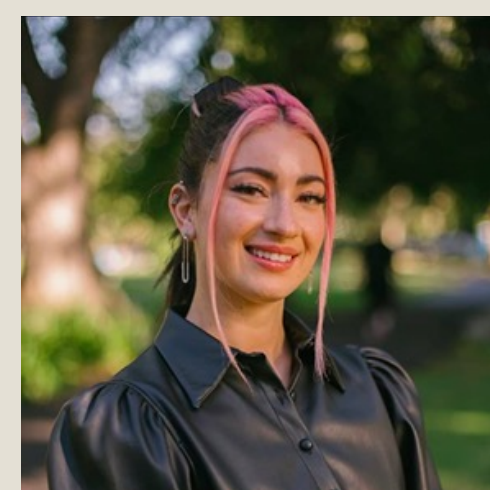
1M
FOLLOWERS



**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
& Associates*

200K
FOLLOWERS

RISING STARS



**SARAH
SCHEPER**

*LA's Go To Realtor
for Pro Athletes*

125K
FOLLOWERS



**RICKY
CARRUTH**

*Alabama's Top
Broker and Coach*

450K
FOLLOWERS



**SHAWNA
TAMAYOSE**

NYC'S Digital Star

100K
FOLLOWERS



**CAMI
LINCOWSKI**

*Las Vegas' Most
Influential Realtor*

350K
FOLLOWERS



**DELROY
GILL**

*The Top Black Male
Realtor in America*

50K
FOLLOWERS

AND SOCIAL MEDIA SENSATIONS



ZILLOW
GONE WILD

4.7M
FOLLOWERS



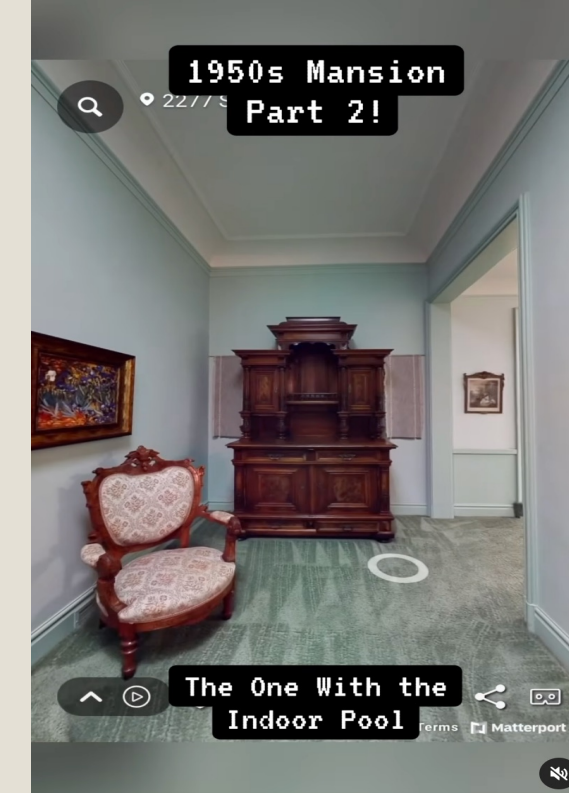
BIGBANKZ

3.9M
FOLLOWERS



ZILLOW-
TASTROPHES

800K
FOLLOWERS



ZILLOWNAIRE
MAX

125K
FOLLOWERS

THANK YOU

✉ partnerships@estate-media.org

