



ESTATE

ABOUT US.

ESTATE MEDIA IS A PERSONALITY DRIVEN MEDIA COMPANY.
CO FOUNDED BY *MILLION DOLLAR LISTINGS* STAR **JOSH FLAGG**

OUR CREATORS REACH OVER

30M+ FOLLOWERS

COMPRISING OVER 200K+ REAL ESTATE PROFESSIONALS, WITH
50% RANKED IN THE TOP 10% OF THE INDUSTRY.

(ACROSS SOCIAL CHANNELS & EMAIL NEWSLETTERS)

THE REAL DEAL
NEW YORK REAL ESTATE NEWS

Josh Flagg of "Million Dollar Listing"
co-founds media company

THE
Hollywood
REPORTER

"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"

THE WALL STREET JOURNAL.

"Million Dollar Listing" Star Co-
Found Media Business About Real
Estate

AUDIENCE DEMOGRAPHICS.



BRAND + CONTENT ALIGNMENT

Estate Media's social video integrations organically align brands with trusted talent, creating deeper audience connections.



TOP-TALENT ADJACENCY

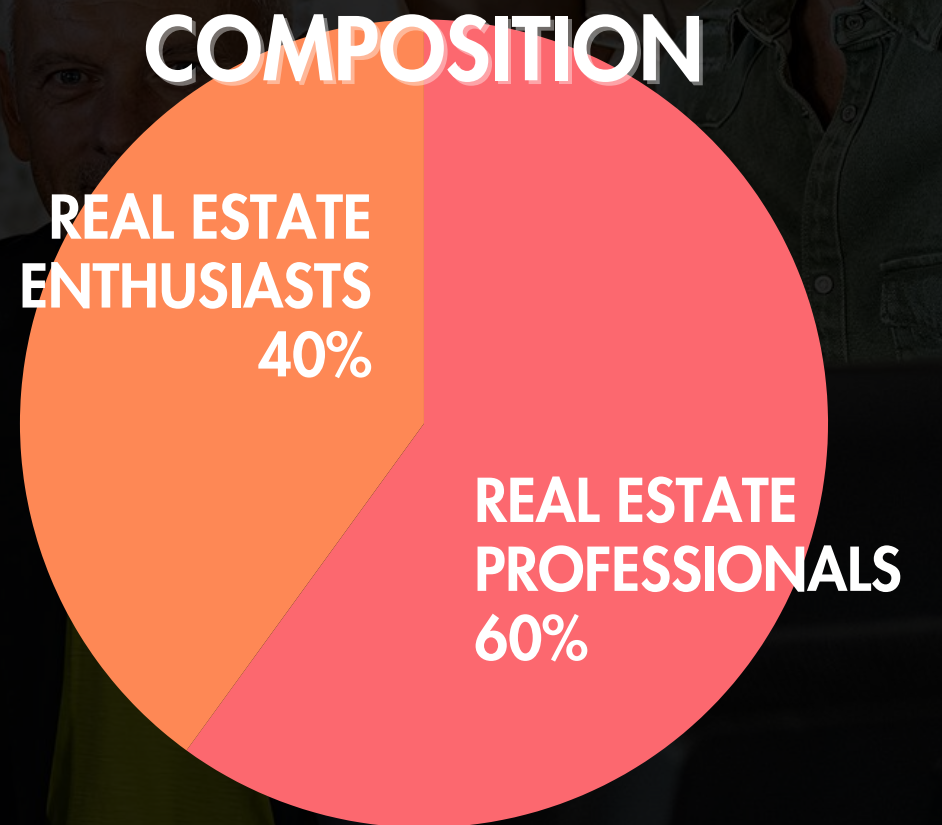
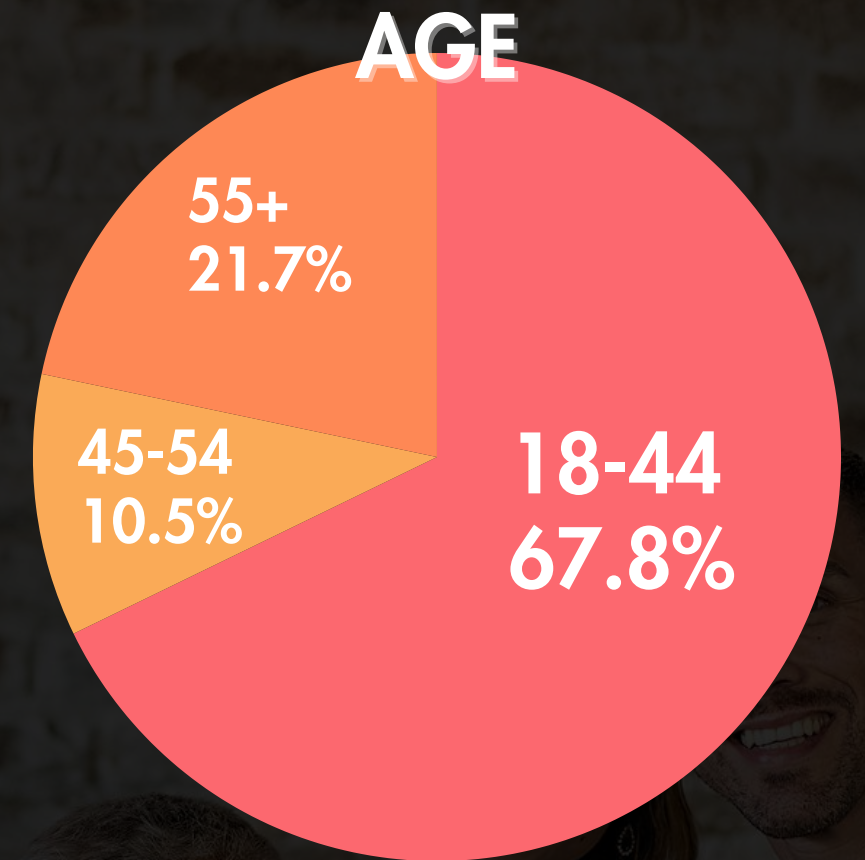
Direct association with premium talent elevates brand affinity, delivering impact beyond traditional programmatic placements.

52%

♀ FEMALE AUDIENCE

48%

♂ MALE AUDIENCE

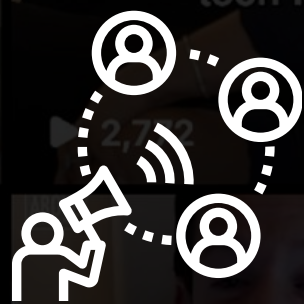


WORKING TOGETHER.

BRAND / AUDIENCE MATCH



- Identify brand audience targets and align them with Estate's original series and most relevant creators.
- Select media channels such as YouTube, podcasts, e-newsletters, and other social platforms to maximize reach.



WHITELISTING & AMPLIFICATION

- Whitelist creator content to extend reach and optimize performance.
- Whitelist your brand to Estate's Creator accounts for targeted paid social media promotion.



IN-HOUSE PRODUCTION

- Estate's production team creates branded long-form and short-form videos that authentically integrate brand messaging into Estate's ecosystem.



DISTRIBUTION COLLABORATION

- Collaborate with brands, talent, and Estate to distribute content across various platforms.
- Utilize creator followings through collaborative posting and dedicated UTM's for effective tracking.

BRANDED CAMPAIGNS.

TRACY TUTOR CAMPAIGN



TRACY TUTOR

- 👁️ 90,030
- 🌐 70,782
- ❤️ 1,700
- 💬 50
- 📄 199
- 🔖 262
- 🕒 340 hrs

JOSH FLAGG CAMPAIGN



JOSH FLAGG

- 👁️ 148,321
- 🌐 117,033
- ❤️ 2,800
- 💬 66
- 📄 103
- 🔖 67
- 🕒 395 hrs

GLENNDA BAKER CAMPAIGN



GLENNDA BAKER

- 👁️ 52,342
- 🌐 29,932
- ❤️ 447
- 💬 14
- 📄 88
- 🔖 107
- 🕒 120 hrs

ESTATE CASE STUDY - Realtor SaaS .

- **GLENDA BAKER**

BRAND CHALLENGE:

A leading vertical SaaS brand sought an effective and trusted method to capture the attention of busy realtors, driving sign-ups and measurable business growth.

ESTATE MEDIA INTEGRATION:

Estate Media partnered with realtor influencer Glenda Baker, producing engaging long-form content repurposed into short-form social videos. The brand whitelisted these videos to amplify targeted paid media efforts, directing realtors to a specialized landing page.

IMPRESSIONS SKYROCKETED:

- Over 100K impressions generated, significantly boosting brand visibility.

ENGAGED AUDIENCE:

- 38.9K+ targeted views, captivating realtor attention.

HIGH-PERFORMING ENGAGEMENT:

- 2,013 clicks, achieving a robust 2% CTR.

STRONG CONVERSION:

- 130 form submissions tied directly to the campaign.

IMPACTFUL ROI:

- 79 confirmed sales from a \$20K investment.

Estate Media's strategic collaboration delivered measurable success by aligning the SaaS brand authentically with influential industry leadership.

ENGAGE B2B + B2C AUDIENCES.

ESTATE

Instagram

 YouTube

 TikTok

facebook

B2B

Followers: 183K
Engagement: 2%

Subscribers: 56.2K
Engagement: 10.34%

Followers: 8K
Engagement: 3.06%

Followers: 6.7K
Engagement: 1.41%

B2C

Followers: 1.25M
Engagement: 1.12%

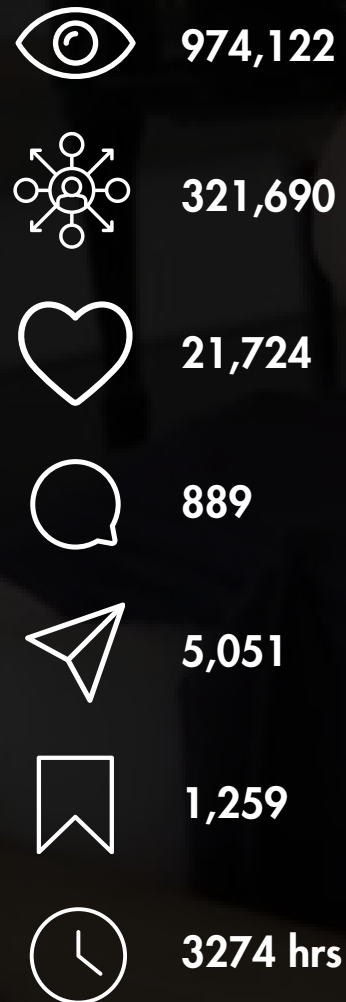
Subscribers: 59K
Engagement: 11.81%

Followers: 712K
Engagement: 2.62%

THE CONTENT.

ESTATE ELEGANCE

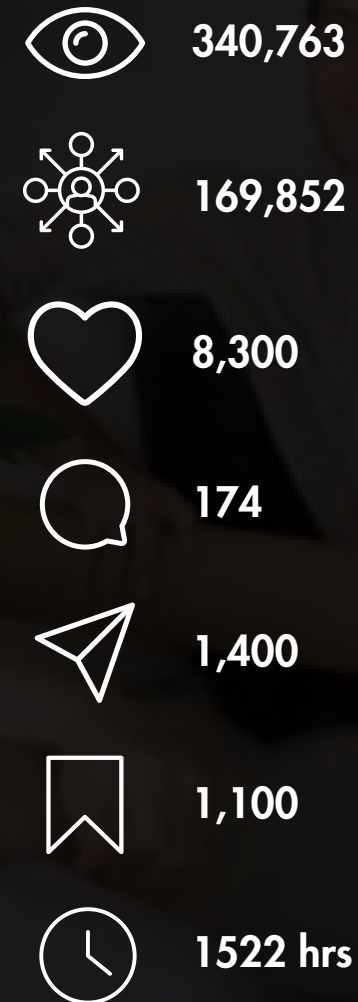
Josh Flagg Shares Exclusive Tour Of His House



JOSH FLAGG, JAKE ARNOLD

LAUGHS AND LISTINGS

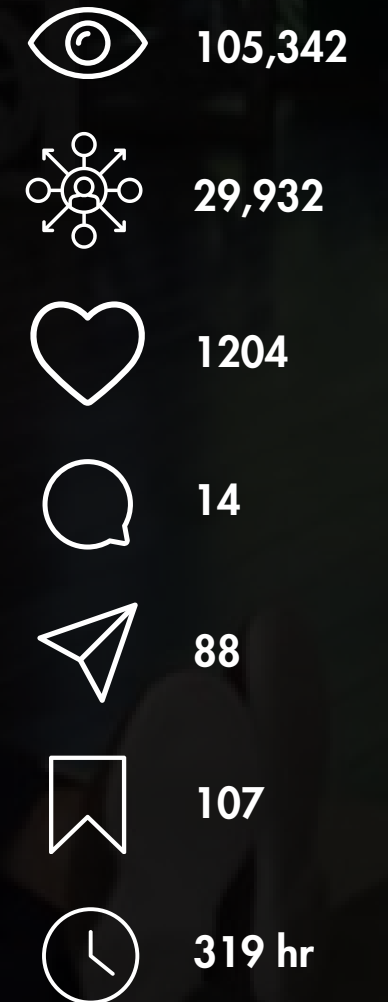
How to NOT Show a House



JOSH FLAGG, AMANDA MCCANTS

GLENNDA'S GURU

How Glenda Baker & Tracy Tutor Went From Mall Employees to Real Estate Pros



GLENNDA BAKER, TRACY TUTOR

▶ glennnda's
guru

▶ LET'S GET
TO THE POINT

▶ A REAL ESTATE
PODCAST
RISE
ABOVE
THE RANKS

▶ LAUGHS
& LISTINGS

ORIGINAL SERIES.

▶ ESTATE
ELEGANCE
EE

CLICK ▶ TO PLAY

▶ HOUSES
of CELEBS

▶ MANSIONS
MARTINIS
COMING SOON

▶ behind
the
listing



THANK YOU!



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