

# THE REAL LIST

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A REAL ESTATE, CONTENT MARKETING TOOL.

LEVERAGING MEANINGFUL DEALS FOR REAL ESTATE SERVICE PROVIDERS.

TRL  
IS DESIGNED TO MARKET REAL ESTATE  
LISTINGS AND REALTOR BRANDS.

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TRL  
HAS DEVELOPED A WIDE, ACTIVE,  
REAL ESTATE CENTERED AUDIENCE.

TRL

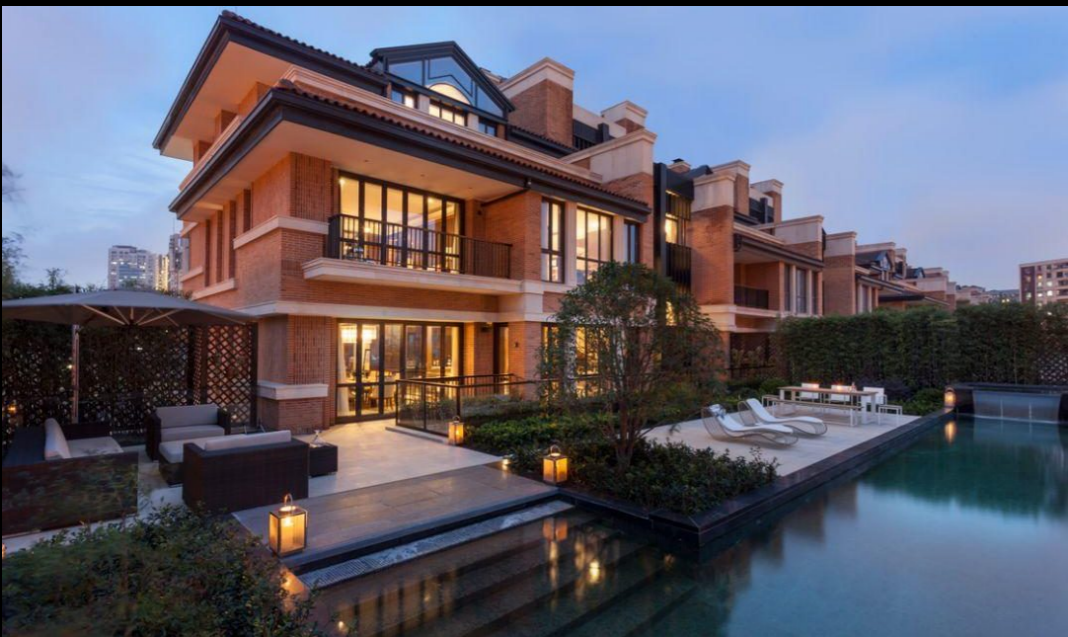
ASSISTS TITLE, LENDING AND ESCROW  
IN LEVERAGING REALTOR LOYALTY.

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TRL

PROVIDES A LOW COST, LOW TIME  
INVESTMENT MEDIA STRATEGY  
WITH A LARGE AUDIENCE

LOW TO NO COST



TRL PRESENTS  
A UNIQUE MEDIA SOLUTION  
COSTING REALTORS NO TIME  
OR EXPENSE AT ALL  
AND COSTING SPONSORS  
LESS THAN ONE DEAL A MONTH.

THE REAL LIST

# THE MEDIA PRODUCT

TRL PRESENTS  
A TAILORED, STREAMLINED AND  
ÆSTHETICALLY EXCELLENT  
PIECE OF CONTENT.

IT FUSES STILL AND MOVING  
IMAGERY WITH CAPTIONS AND  
AN INFORMATIVE VOICEOVER,  
ALL ABOUT THE LISTING.



# THE PLATFORM

FOR SPONSORS AND REALTORS, ENGAGING WITH TRL IS A BOLD AND PROGRESSIVE MOVE TOWARD THE FUTURE OF REAL ESTATE MARKETING.

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- TRL EXPERIENCES AN AVERAGE OF 5000 ENGAGEMENTS PER POST.
- TRL IS CURRENTLY EXPERIENCING AUDIENCE GROWTH AT AROUND 3 PERCENT/MO. (1/1/2023)
- SPONSORS REPORT A 100 PERCENT CLOSE RATE ON DEALS WHICH INCLUDE TRL AS A TOOL FOR LEVERAGE.
- REALTORS REPORT TRL AS, “COMPLETELY UNIQUE”, “EFFECTIVE” AND “EXTREMELY CONVENIENT”.



# SPONSOR BENEFITS

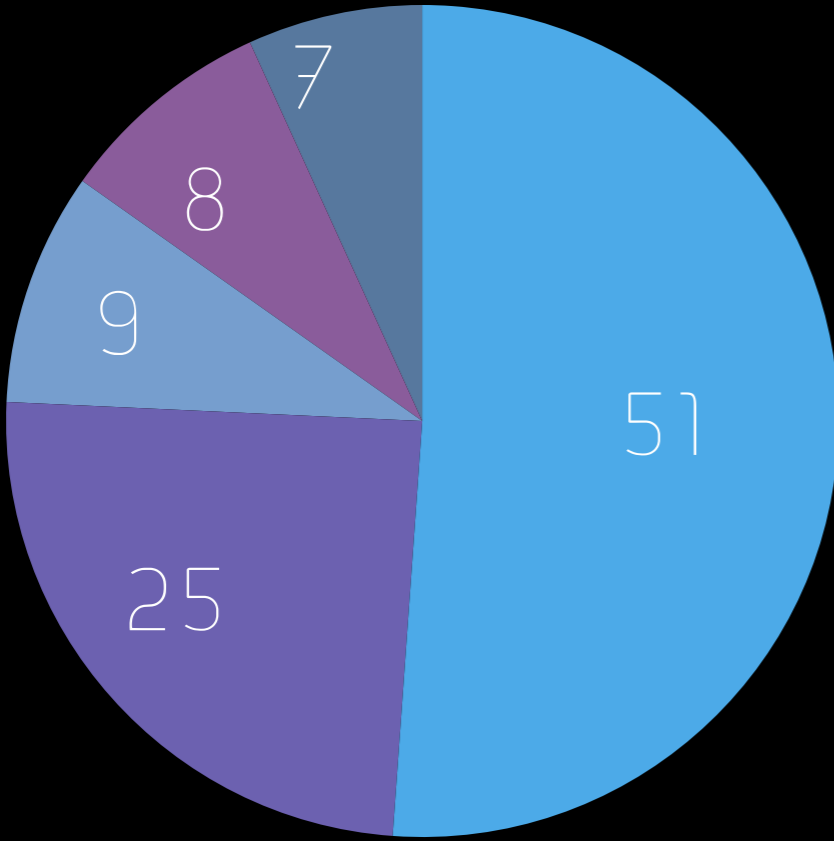
TRL GIVES SPONSORS A CHANCE TO OFFER A COMPLIANT, HIGH QUALITY MEDIA SERVICE TO TARGET REALTORS.

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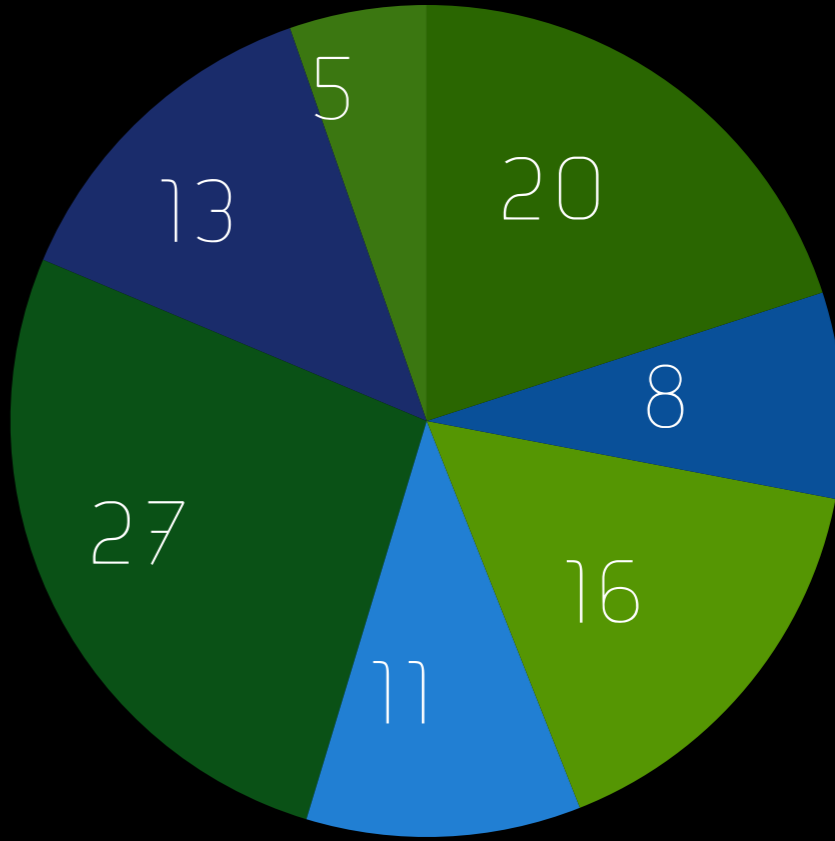
- TRL LEVERAGES MEDIA CENTERED CONVERSION FOR ASPIRING REALTORS.
- TRL PROVIDES TRUSTED REALTOR AND AUDIENCE DATA TO SPONSORS.
- TRL ENABLES SPONSORS TO MARKET A LEGITIMATE AND COMPLIANT INHOUSE MEDIA MARKETING SOLUTION.
- THE TRL TEAM OPERATES AS AN EXTENSION OF THE SPONSOR, FOSTERING EFFECTIVE CUSTOMER SERVICE WHERE NEEDED.
- TRL OPERATES AS A LEAD GENERATION SOURCE.

# THE STATS'

TRL SERVES CONTENT TO THE FOLLOWING DEMOGRAPHICS, BY PERCENTAGE.  
(1/1/2023)



- U.S.A. AND NORTH AMERICA
- U.K. AND GREAT BRITAIN
- MIDDLE EAST AND NORTH AFRICA
- UNACCOUNTED FOR IP
- CHINA AND INDIA



- REALTOR
- ESCROW
- MARKETING ENTITY
- LENDER
- INVESTOR/SELLER
- REAL ESTATE RELATED BUSINESS
- CURRENTLY UNQUALIFIED AUDIENCE



# SPONSOR INVOLVMENT PIPELINE.

SPONSORS INTENDING TO ENGAGE WITH TRL AS A TOOL SHOULD SHOULD PREPARE TO LEVERAGE ITS BENEFITS IN THE FOLLOWING WAYS IN ORDER TO ACHIEVE THEIR DESIRED OUTCOME

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## PHASE 1

DIRECT EXISTING REALTOR TRAFFIC TO TRL

TRL CONFIRMS USAGE

LEVERAGE MEDIA EXPOSURE WITH EXISTING NETWORK,  
FOR DESIRED OUTCOME

## PHASE 2

DIRECT SPONSOR SOCIAL MEDIA TRAFFIC TO TRL

STIMULATE INTERACTION AND SPECIFIC GROWTH

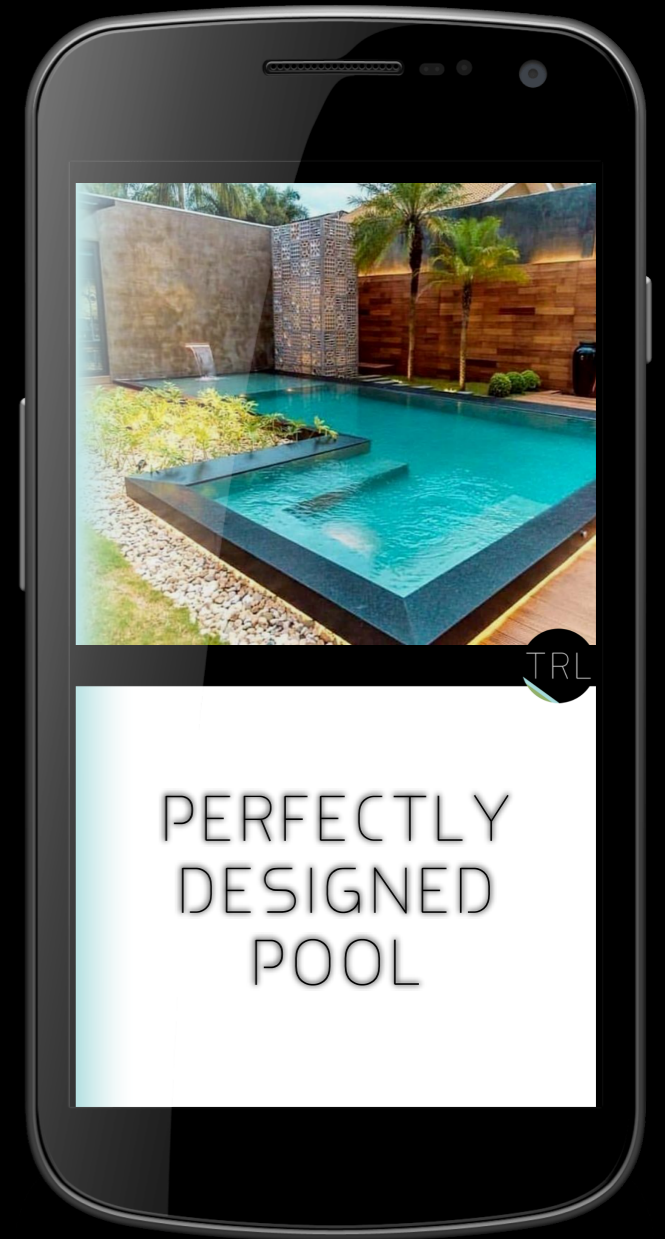
LEVERAGE MEDIA EXPOSURE WITH EXISTING NETWORK,  
FOR DESIRED OUTCOME

## PHASE 3

SHARE NEW LISTINGS TO TRL

TRL PITCHES TO REALTOR AUDIENCE AND CONFIRMS USAGE.

LEVERAGE MEDIA EXPOSURE WITH EXISTING AUDIENCE,  
FOR DESIRED SPONSOR OUTCOME



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