

RISMEDIA'S ANNUAL
REAL ESTATE NEWSMAKERS
ENGAGEMENT CAMPAIGN

2023

RISMEDIATM

OBJECTIVE

Comprehensive Brand Positioning & Engagement

RISMedia Real Estate Newsmakers Engagement Campaign is designed to align your brand (product/service) with those individuals making headlines as a result of their newsworthy contributions to the residential and/or commercial real estate industries. The RISMedia Newsmakers initiative is a year-round, turnkey promotional campaign, inclusive of dedicated editorial, branding and event sponsorship/networking.

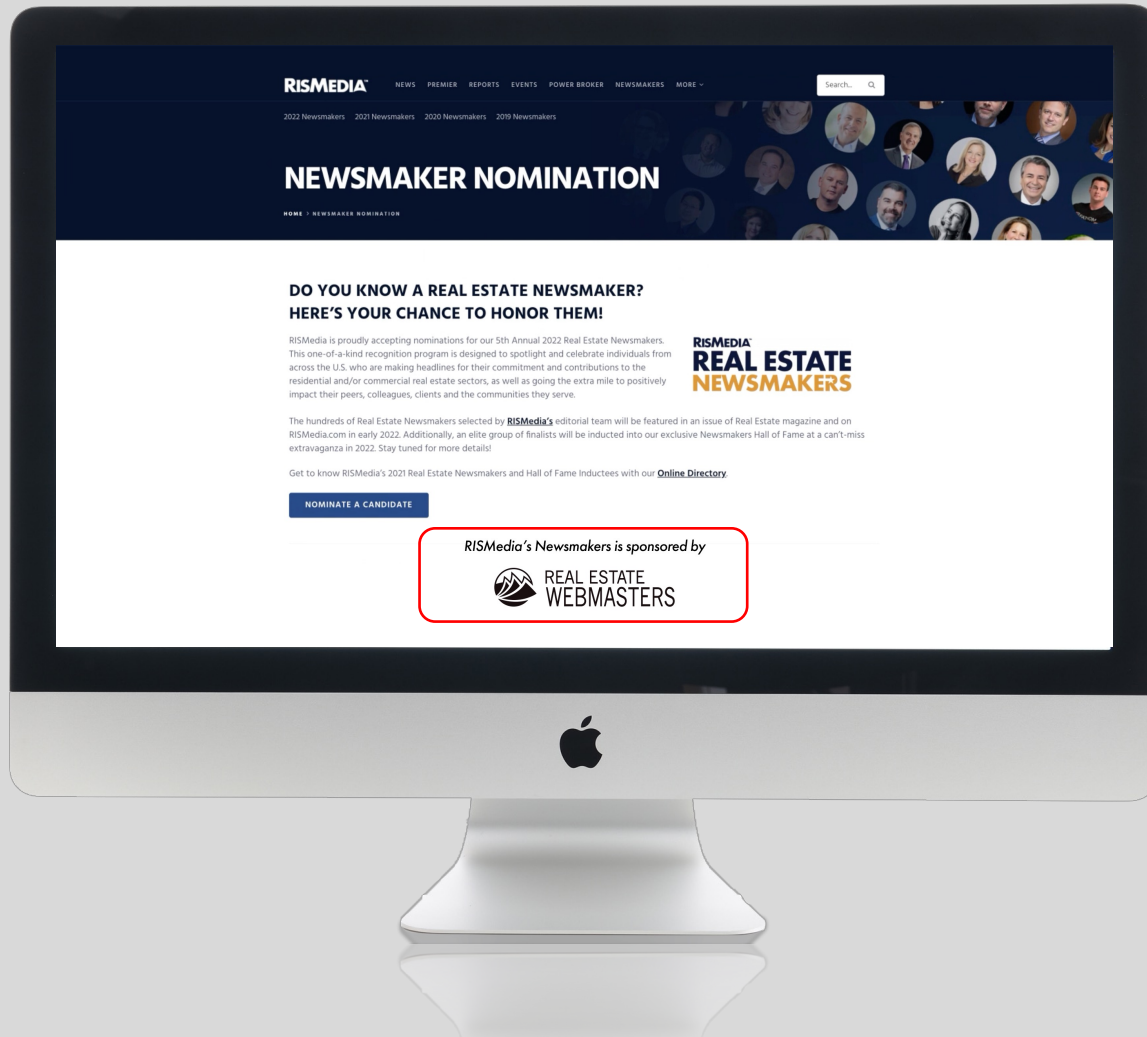
RISMEDIA™ REAL ESTATE NEWSMAKERS



ENGAGEMENT ASSETS

This integrated Real Estate Newsmakers marketing campaign provides for significant messaging, positioning and engagement across all RISMedia assets.

- **RISMedia's *Real Estate* magazine**
- **RISMedia.com**
- **RISMedia Newsletters**
- **RISMedia News Alerts**
- **RISMedia Social Media Channels**



Newsmakers Nomination Process

- Sponsor logo will be included within the nomination email promotions and nomination landing page.



Newsmakers Feature Story

- Sponsor logo included with the Newsmaker feature story.
- Written by RISMedia editorial staff, the feature story will showcase RISMedia's Real Estate Newsmakers—the individuals making headlines as a result of their newsworthy contributions. This comprehensive, 70-plus page story will profile and highlight many of this year's Real Estate Newsmakers across all categories. The feature story will also include RISMedia's Real Estate Newsmakers Hall of Fame inductees.
 - RISMedia.com
 - Real Estate magazine (Print & Digital)

ASK THE NEWSMAKERS 

Taking Measures to Maintain Success

By RISMedia Staff

For brokerage leaders, security can be hard to come by. Operating a real estate firm or top team in today's shifting market can mean making hard choices to keep your business in the black. In recognition of this, we asked a few of the Power Brokers and team leaders among our 2023 Real Estate Newsmakers the following question:

"As the market's shifted over the past year, what are the biggest changes you've made to your operation to ensure continued success?"

Here's what they had to say:



ACHIEVERS
Anthony Lamacchia
 Broker/Owner/CEO
 Lamacchia Realty

"The biggest challenge has been adjusting staff levels back down to this new norm. Doing that is never easy, but it has to be done, and we are getting it done."



ACHIEVERS
DeAnn Golden
 President & CEO
 Berkshire Hathaway
 HomeServices Georgia
 Properties

"We are intently focused on providing our associates with more resources that will enable them to educate our clients during these normalizing times. Whether [by implementing] a new CRM with campaigns and marketing resources or homebuyer seminars, real estate financial planning guides, and an array of guidebooks that answer their questions, we feel an informed consumer will be well positioned in today's and tomorrow's market."



CRUSADERS
Lisa Nguyen
 Team Leader,
 Broker Associate
 RE/MAX Professionals

"[We've done] another overview of where costs can be cut, such as bi-weekly instead of weekly cleaning, doing a check of all apps being paid for, but not cutting any costs that affect the quality given to the client. Also, each of the team members has used this downtime to become subject-matter experts on different topics to diversify. There are different realms of real estate where money can be made: commercial, leasing and business brokering."

"We are intently focused on providing our associates with more resources that will enable them to educate our clients during these normalizing times."

- DEANN GOLDEN

President & CEO, Berkshire Hathaway HomeServices Georgia Properties



LUMINARIES
Bill Aboumrad
 President & Broker/Owner
 Legacy Real Estate &
 Associates, ERA Powered

"Due to the major inventory shortage, we are putting our emphasis on bringing to our agents technology that is focused on generating listings. In addition, we are taking a surgical approach to prospecting for listings by focusing on sellers who may be going through 'life-changing' events. Furthermore, we continue to support our sales associates with both virtual and in-person career-development opportunities, coaching seminars, weekly accountability meetings and networking events."

<https://www.rismedia.com/2023-newsmakers/> to learn more about this year's Real Estate Newsmakers.

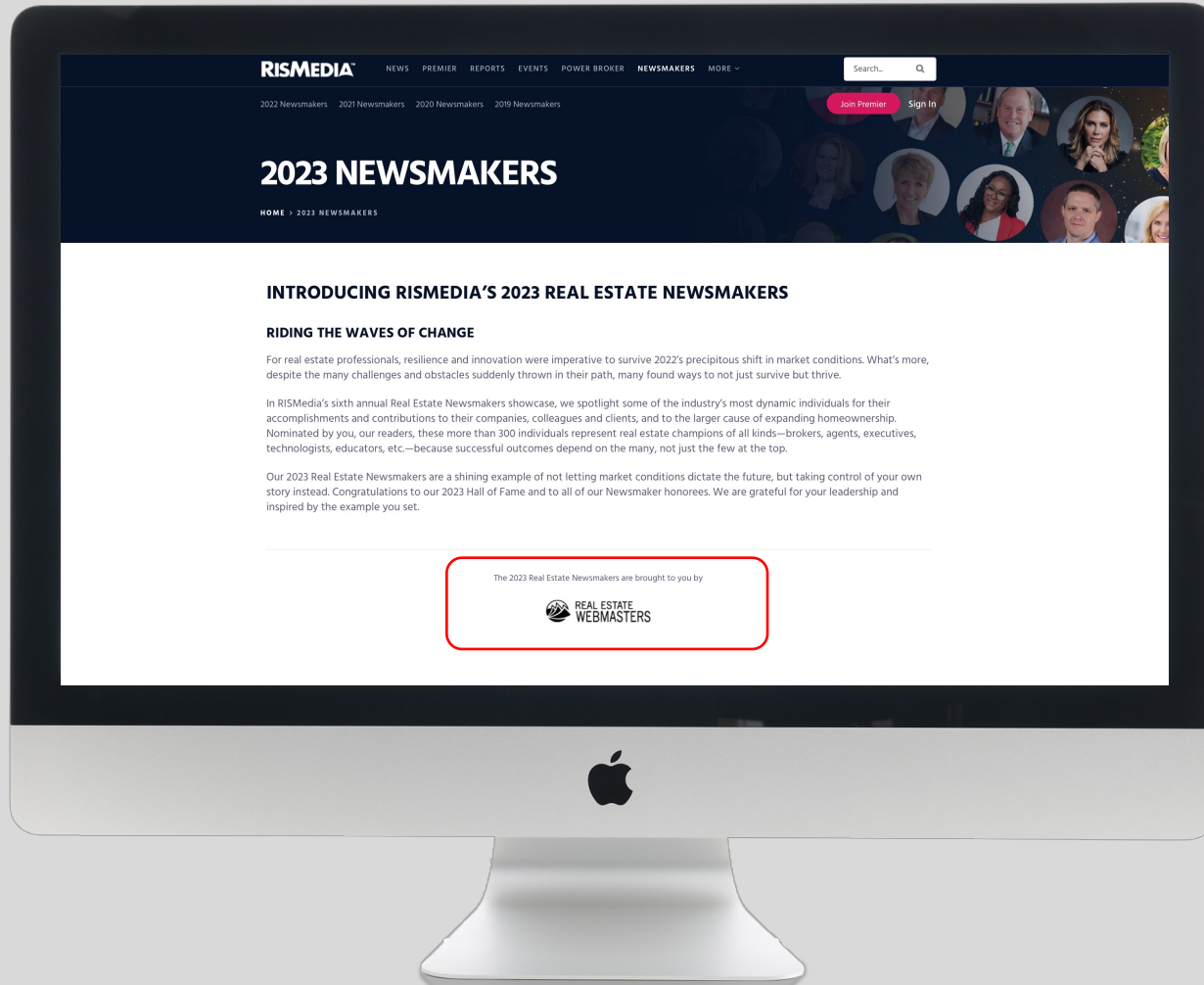
RISMedia's Real Estate Newsmakers is brought to you by



RISMedia's REAL ESTATE April 2023 17

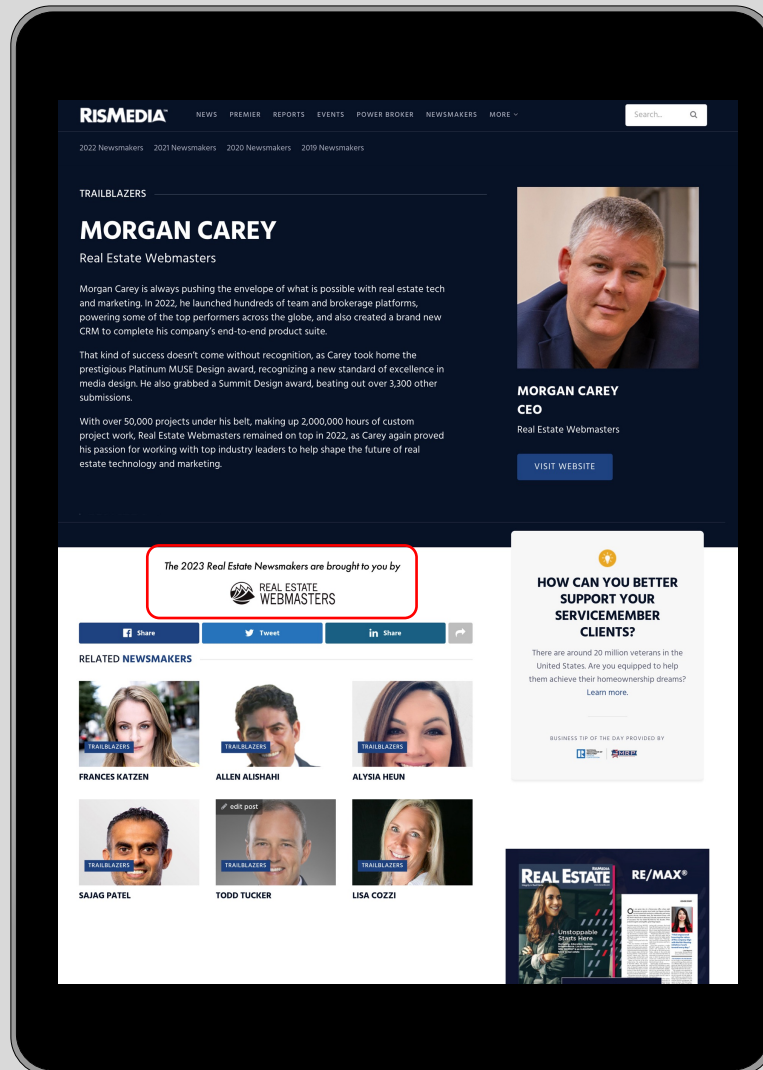
'Ask the Newsmakers' Article

- Sponsor firm (logo) prominently displayed under monthly dedicated editorial that highlights Newsmakers, and sponsor name and linkback are displayed for all online impressions
 - Real Estate Magazine
 - A monthly dedicated editorial that highlights Newsmakers



Newsmakers Directory

- Sponsor logo displayed prominently on the Directory landing page.



Newsmakers Member Profiles

- Sponsor logo included on each Newsmakers profile landing page.



Newsmakers Editorial Coverage
Company name listed with linkback to company website under each Newsmakers article including coverage of RISMedia’s Newsmakers Reception & Dinner on RISMedia.com



Newsmakers Webinar

Increase your brand presence and engage with leading industry Newsmakers through RISMedia's 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 webinar. In addition, you will receive the names and email addresses of all registrants.



Event Sponsorship & Participation

- RISMedia's Real Estate Newsmakers Reception & Dinner is held in conjunction with RISMedia's annual CEO & Leadership Exchange. The Newsmakers Reception & Dinner will host more than 500 of the nation's leading brokers and other real estate executives to honor RISMedia's Annual Hall of Fame Inductees and current class of Newsmakers
 - Date: Wed., Sept. 6, 2023
 - Location: The Mayflower Hotel, Washington, D.C.

Base Level

- 12-month sponsorship of Newsmakers engagement campaign
- \$10,000

Host Level

- 12-month sponsorship of Newsmakers engagement campaign
- Sponsorship of one Newsmakers Webinar
- Host level sponsorship at the Newsmakers Dinner
 - 2 tickets to the Newsmakers Dinner
- \$25,000

Master Level

- 12-month sponsorship of Newsmakers engagement campaign
- Master Level Sponsor at the Newsmakers Dinner
 - Sponsorship of the cocktail reception
 - Logo on napkins
 - Signage in room
 - 3 tickets to the Newsmakers Dinner
 - Includes 1 Reserved table
 - Branding throughout the Newsmakers Dinner
 - Option of gift giveaway at dinner
 - Stage presence at the Newsmakers Dinner
 - Presentation of one Newsmakers category on stage
- \$50,000