



2023
**MEDIA
KIT**

Introducing an innovative real estate platform showcasing the top agents—and their listings—in each neighborhood in the Golden State. CaliforniaListings.com is reinventing not only how buyers shop for homes, but also how they shop for agents.

Earn the competitive edge.

CaliforniaListings.com also delivers hyper-local real estate intelligence. **Every. Single. Day.**



THE ULTIMATE LISTING TOOL



DATA RESOURCES



LEAD GENERATION

**THE BEST
AGENTS IN
THE WORLD
ARE HERE**



CALIFORNIALISTINGS.COM

ABOUT US



Frankie Morales

Publisher
Frankie@CaliforniaListings.com



Jeff Katz

Editor-In-Chief
Jeff@CaliforniaListings.com



Vahid Pourhabib

Webmaster
Vahid@CaliforniaListings.com

Developed by real estate media experts Frankie Morales, Jeff Katz and Vahid Pourhabib, California Listings is the formidable **industry** and **consumer** one-stop daily resource, featuring:

- ❖ Data Reports
- ❖ Quick News Bites
- ❖ Daily Market Updates
- ❖ Neighborhood Analysis
- ❖ Premier Listings
- ❖ Agent Profiles
- ❖ Direct Connection to Agents
- ❖ Exclusive Property Tours
- ❖ Expert Interviews
- ❖ Website Chat Platform

CaliforniaListings.com showcases the top real estate agents—and their listings—in each neighborhood in the Golden State. All featured agents are vetted following strict proprietary requirements, ensuring California Listings will be home to only the best market territory experts. California Listings was derived out of a presumptive need: how do you cut through the noise from all of the self-proclaimed “#1 real estate agents” and find the true best expert in each neighborhood?

“Real estate is very neighborhood specific, so we are partnering with the most well-connected real estate agents, per market territory, hand-picked for their expertise,” says Frankie Morales, California Listings Co-Founder and Publisher. “Agents are known to have insider intel and influential connections in their market areas of expertise. California Listings will be the spot for you to connect to the top vetted agent according to the neighborhood you’re trying to buy into or sell out of. For example, if you’re trying to get into an exclusive street in Beverly Hills, you’re going to want to call Ernie Carswell. Malibu? Chris Cortazzo. Corona del Mar? Tim Tamura. I can go on and on. California Listings will showcase these agents and the other local real estate leaders by neighborhood, rather than a wide-range zip code.”

QUICK FACTS



WEBSITE
UNIQUES

132,000+
MONTHLY

+ serving 3M+ impressions

As of 4/9/23

NEWSLETTER
SUBSCRIBERS

60,000+
WEEKLY

drops Tuesday

INSTAGRAM
FOLLOWERS

22,000+
DAILY

+ daily @The**CA**Listings

WHAT THEY'RE SAYING

“

Partnering with California Listings has brought exponential exposure to both our listings and our agents. If you're not on CaliforniaListings.com, you're missing the opportunity to be front and center in your market!



Deanna Whipp

Bayside Partners / Stroyke Properties

“

California Listings is rapidly becoming an important hub for real estate news in Southern California. My favorite component of the website is the daily news feed. Checking this has become part of my daily morning routine and it helps me stay on top of what's happening in Los Angeles and beyond.



Ernie Carswell

Carswell & Associates / Douglas Elliman

“

Adding California Listings to our Marketing Platforms has been a great added exposure for the Chernov Team. The team has always been readily available to answer any questions. We have had good synergy and exposure and happy we are connected. Looking forward to continued successes through our partnership with California Listings.



Dennis Chernov

Chernov Team / Chernov Developments



CALIFORNIALISTINGS.COM

9461 Charleville Blvd. #367, Beverly Hills, CA 90212
(310) 270-8124 | Hello@CaliforniaListings.com | CaliforniaListings.com

NETWORK PACKAGE

\$500/MO - CALL FOR SPECIAL TRIAL OFFER



Included With Every Membership



With membership,
you will get a **minimum**
of the following each month

(this equates to visibility/promotion
delivered every single week)

Unlimited property listings
2-4x custom editorial pushes
4-8x social media pushes

Unlimited Property listings
on search database

Full Profile custom built to
promote you, your listings and
your brand to all of our readers

Customizable profile page with
unique URL

Custom Web banner Ad
run-of-site promoted every week

Market area/neighborhood territory
exclusivity & first right of refusal

Highly promoted to our readers
as the best agent/broker in each
respective market area

Press Release inclusion sent out via
PR Newswire announcing your CAL
partnership (so other media will see
your neighborhood specific insight.)

Full-page printed profile
featuring one dominate
property listing in annual
catalog with annual

VIP invitation to annual
real estate showcase

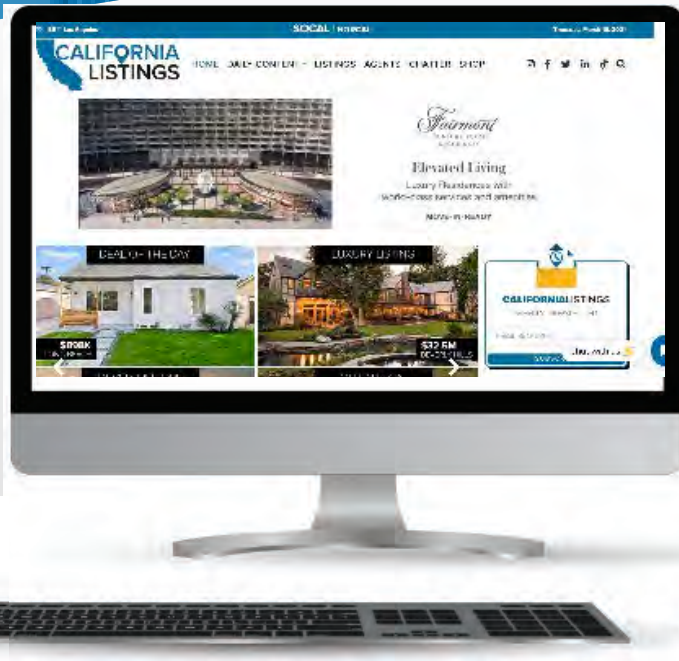
NETWORK QUALIFICATIONS

- 1** | Must be active in business for at least 2+ years consecutively.
- 2** | At time of application, must have at least 2+ active listings (1+ need to be located in expert territory). Expertise can also qualify by showcasing 3+ sales in expert territory over the past 2 years.
- 3** | Accrued at least \$50M in sales over the past 2 years for Tier 1 (luxury/primary territories), or over \$5M over the past 2 years for Tier 2 (secondary territories).
- 4** | **Must commit to California Listings' core values:** integrity, transparency, reliability, accessibility, willingness to collaborate.

WEBSITE ADVERTISING

***Readership:** 132,000+ unique visitors
& 3+ million impressions served monthly

*As of 4/9/23



WEB BANNERS

Compatible with jpg or gif format



970px x 250px

\$500/week



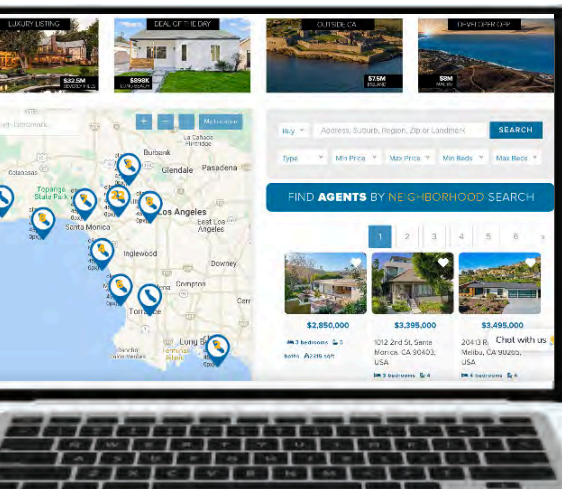
300px x 250px

\$400/week



300px x 600px

\$400/week



LISTING PROMO

1. Included in CAL Search Database (Listing will stay live until it sells)
2. Newsletter Listing Feature
3. Social Media Promotion

\$500/week
per property



CUSTOM CONTENT

1. One photo, headline, and custom content. This will remain on our site forever and drive SEO
2. Included in one newsletter post

\$1,000/one-day
home page feature

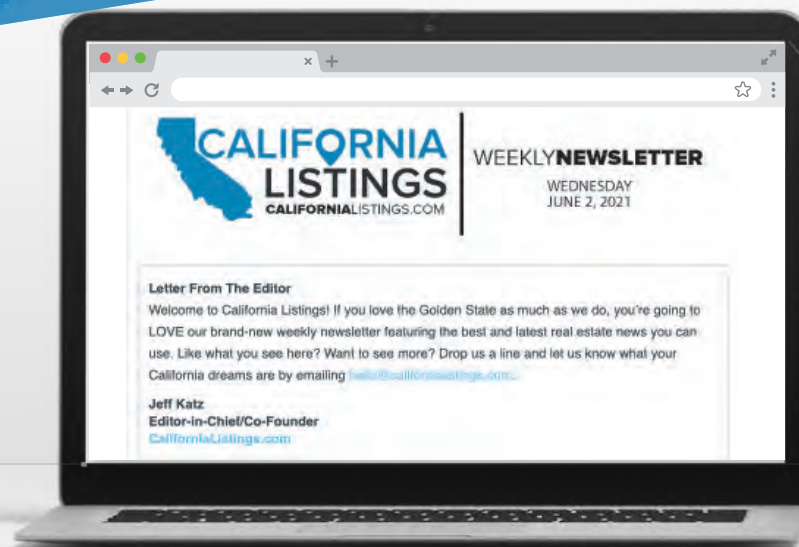
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NEWSLETTER MARKETING

Readership: 60,000+ subscribers

*As of 4/9/22



CUSTOM CONTENT

One photo, headline, and custom content piece.

1. This will first appear on our home page of CaliforniaListings.com;
2. Be published in one (1) weekly newsletter
3. Then remain on our site forever to continue to drive SEO.

\$1,000/newsletter

650W x 167H

365px x 158px

Content Title

Small paragraph with your custom content information to be on our homepage

SoCal Home Prices Were Up 20 Percent in April
A new data highlights the largest increase since 2013, according to DQNews

Historic Hilton Estate in Bel Air Sells For \$61.5 Million
After 60 years in the Hilton family, the this month's sale marks one of the largest in California this year

Fairmont
Elevated Living
Luxury Residences with world-class services and amenities

WEB BANNER

1. 650W x 167H pixels
2. Compatible with jpg or gif format

\$500/newsletter

SOCIAL MARKETING

Readership: 22,000+ Followers
*As of 4/9/23



OPTION 1

FREE for our agent partners

Property listing promotion on our IG story (we post on our story every single day and our followers pay close attention, and consistently repost as well).

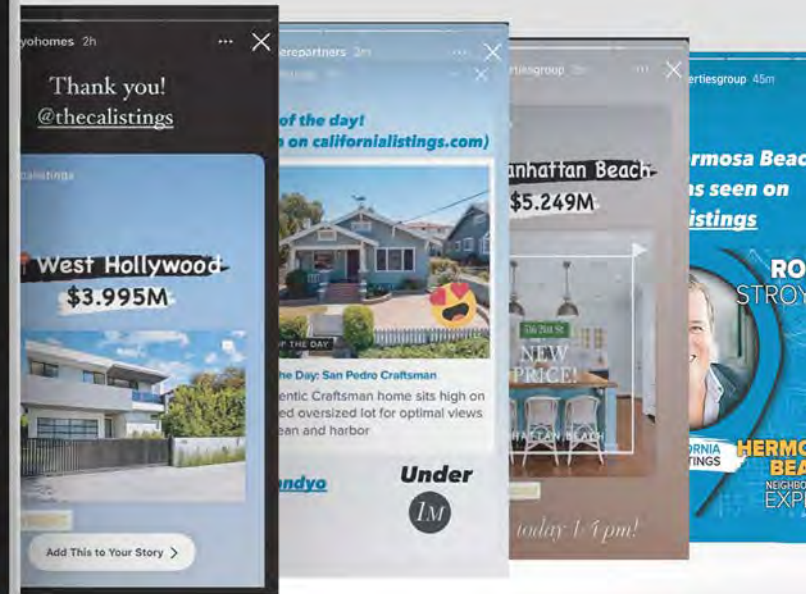
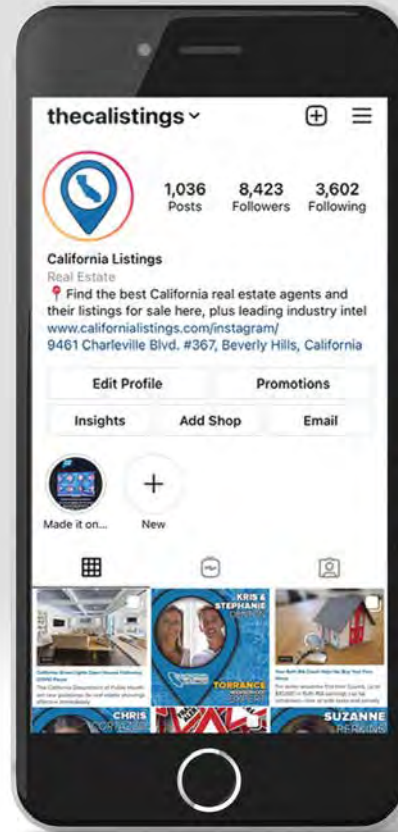
\$100/per story post

OPTION 2

Discounted to \$250
for our agent partners

Property listing post on our page.

\$500/per story post



ALSO FOUND ON:      @The**CA**Listings



JUST ADDED:
CALIFORNIALISTINGS.COM/MAGAZINE

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