



2022 MEDIA KIT

HOMEBUYER REACH

ENGAGE MOVERS ON TOP REAL ESTATE SITES



With over 500 exclusive Real Estate sites, Cordless Media is the largest real estate ad platform in the country.

Over 65 Consumer
Facing MLS Search
Portals

Industry leading sites
including Redfin and
Movoto

Over 200 newspaper
real estate sections.

Multiple large
Real Estate
Brokerages

8 Years of exponential growth!

2019

60 Total Sites

Small but highly valuable audience

2020

100 Sites

Pioneered contextual real estate ad placements

2021



Over 200 Sites

More than a dozen products for reaching Home Buyers

2022



500 Real Estate Sites & Counting

2nd largest Home Buyer audience in the USA

THE CORDLESSRE PLATFORM

Some of our partners
offering opportunities
through Cordless Media

REDFIN

movoto
by OJO

RECOLORADO®

NEREN[®]MLS
New England Real Estate Network

MLS LI[®].COM
MULTIPLE LISTING SERVICE
Serving Nassau, Suffolk, Queens & Brooklyn

RealtyTrac[®]

homefacts[®]

EQUATOR

MLS LISTINGS

LIVABILITY[®]

condo.com

Point2
Homes

areavibes

SIBOREALTORS[®]
Staten Island Board of Realtors[®], Inc.

LotNetwork.com
The One Site for HomeSites

PropertyShark

MOBILE
AREA ASSOCIATION OF REALTORS

eppraisal.com

CAAR
Charlottesville Area Association of Realtors[®]

REALTOR[®] Association of
FRANKLIN & GULF
COUNTIES

OUTER BANKS
association of
REALTORS[®]

MAINE
Listings

MLS BX

GREATER
el Paso
ASSOCIATION OF
REALTORS[®]

LONG ISLAND
BOARD OF REALTORS[®]
The Voice For Real Estate Since 1910

DFWRealEstate.com

Valley[®]mls.com

GREATER
ALABAMA MLS

RealtyWEB.Net
Accurate, Timely, Complete
A member of REWEL, Inc.

Palm Beach
BOARD OF REALTORS[®]
EST. 1910
THE OFFICIAL REAL ESTATE BOARD

Sandicor[®]

AspenGlenwood[®]MLS
real estate resource

COLUMBIA
BOARD OF REALTORS[®]

FLORIDA KEYS BOARD OF REALTORS[®]

RI REALTRACS

HOME ON MV
POWERED BY MVMLS

BISMARCK-MANDAN
BOARD OF REALTORS[®]

LONG & FOSTER[®]
REAL ESTATE

NW MISSISSIPPI
ASSOCIATION
OF REALTORS[®]

WHY TARGET HOMEBUYERS?

SPENDING POWER

Homeowners have an average net worth 90X larger than renters.

BRAND LOYALTY

Movers are 5x more likely to become loyal customers.

TIMING

Most homebuyers are entering the largest spending cycle of their lives.

NEW MOVERS SPEND \$7,400 MORE THAN NON-MOVERS

Movers over-index against most major spending categories and should be key audience target for any online spend.

433% Home Furnishings	544% Sofas	1,101% Living Room Chairs and Tables	1,078% Dining Rooms	761% Kitchen Furniture	319% Bedroom Furniture	202% Outdoor Furniture	211% Bed & Bath Linens
162% Appliances	751% Floor Coverings	297% Curtains & Drapes	939% Window Coverings	676% Washers & Dryers	259% Refrigerators and Freezers	583% Lawn Equipment	709% Power Tools
1,499% Home Audio	663% Musical Instruments & Accessories	1,672% Winter Sports Equipment	448% Bicycles	413% Playground Equipment	1,328% Plumbing	83% Remodeling	91% Alterations
835% Fencing	783% Additions	470% New Flooring	273% Driveway Repair	308% Electrical Repair	272% New Doors		

Source: NAHB

THE CORDLESS AUDIENCE

As the largest real estate ad platform in the country, Cordless Media **provides unprecedented reach** to engage homebuyers at scale as they navigate the homebuying process.

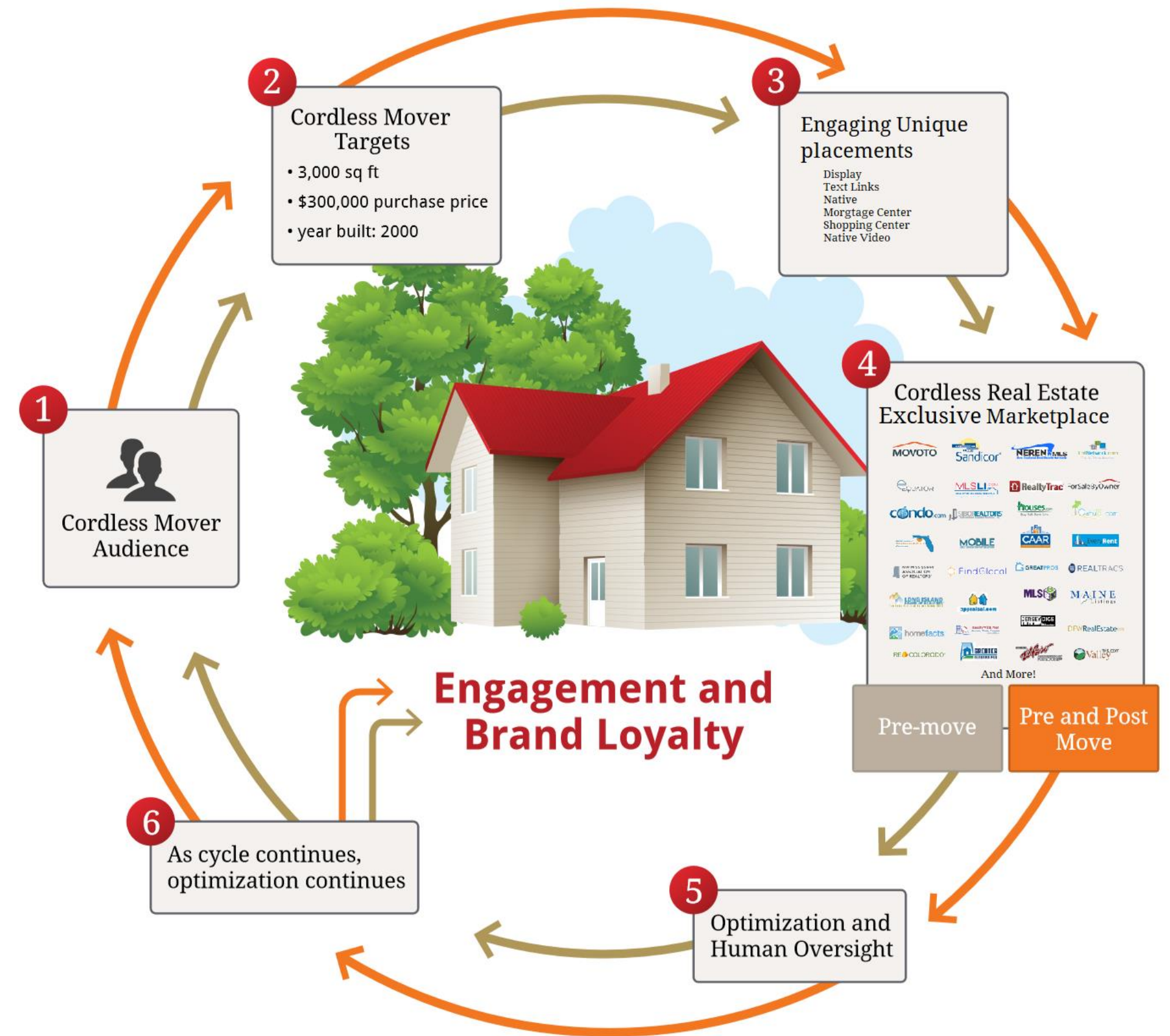
Homebuyers rely on Cordless Media's publishers to find homes that match their criteria and coordinate their home search with their real estate agent.

Cordless Media offers a diverse set of high impact, effective **outreach solutions** for brands to engage homebuyers with their value proposition.

ADVERTISING OPPORTUNITIES

TURN OUR USERS INTO YOUR CUSTOMERS WITH CUSTOM TARGETING ACROSS:

- Display
- Native/Native Display
- Pay Per Click Contextual
- Sponsorship
- Content



Cordless Media VS. Other Real Estate Platforms



Cordless Media offers a more flexible and transparent value proposition to ensure you hit your KPIs

Cordless Media

500 Unique Inventory Sources on one platform

Multiple media tactics with flexible budget allocation

Dedicated campaign optimization team

Placement level media transparency

Others

Single Inventory source and audience

Limited media tactics

Sky high media rates.

CORDLESS MEDIA IS YOUR PATH TO HOMEBUYERS

Cordless Media's platform provides the most flexible and cost-effective solution to engage homebuyers at scale.

Cordless Media provides an exclusive opportunity to bypass window shoppers and engage active, in-market homebuyers across a wide footprint of over 500 sites, including:

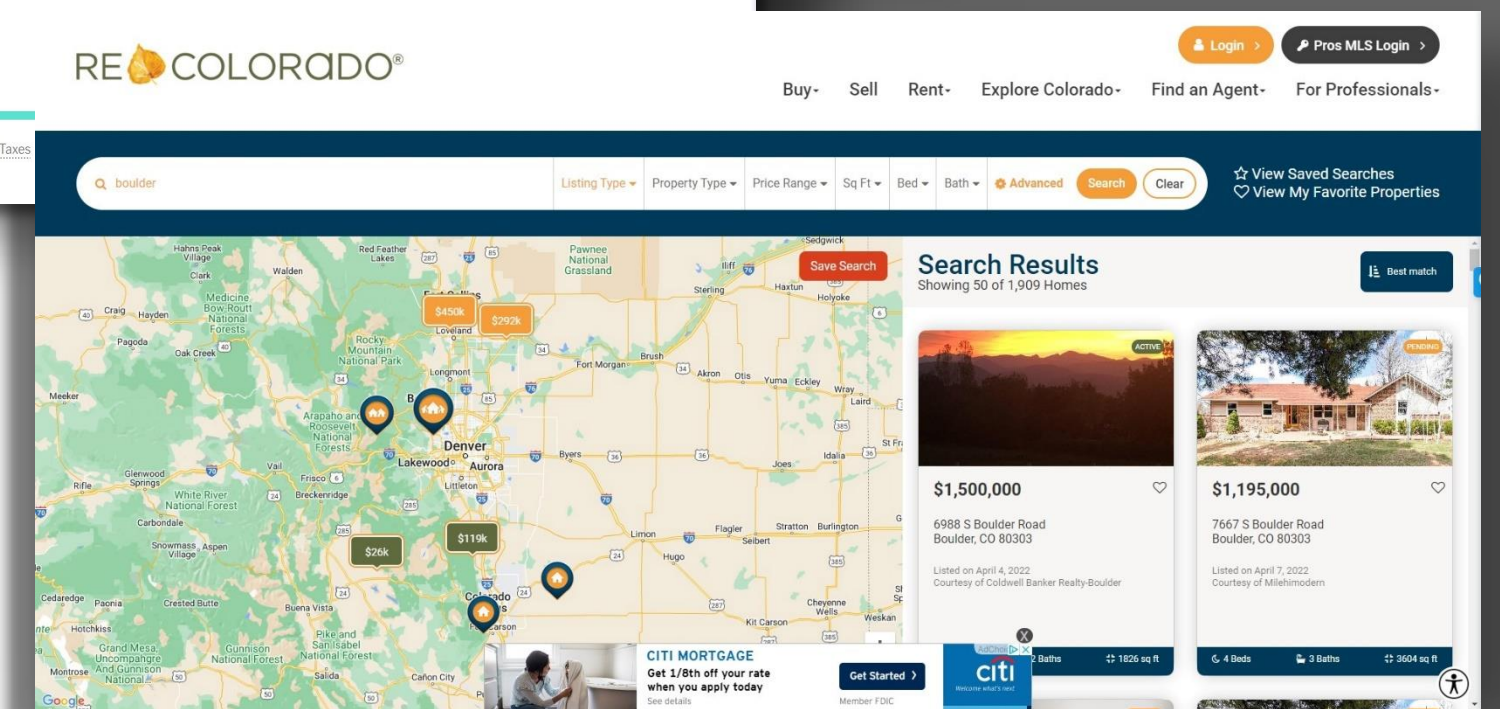
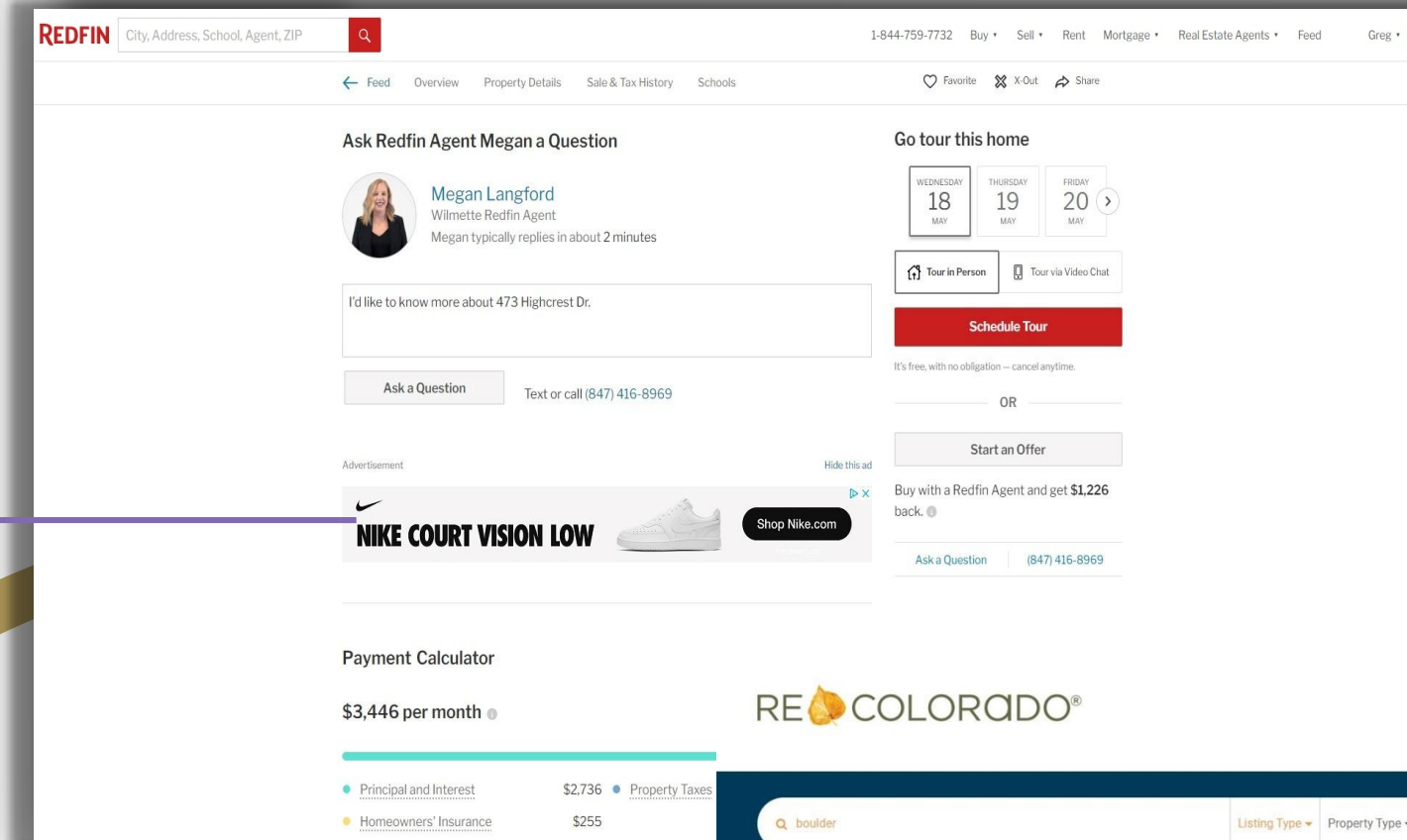
- National Search Portals
- Regional Multiple Listing Service Sites
- Regional Newspaper Real Estate Sections

| DISPLAY

SEARCH RESULTS AND PROPERTY LISTING DISPLAY

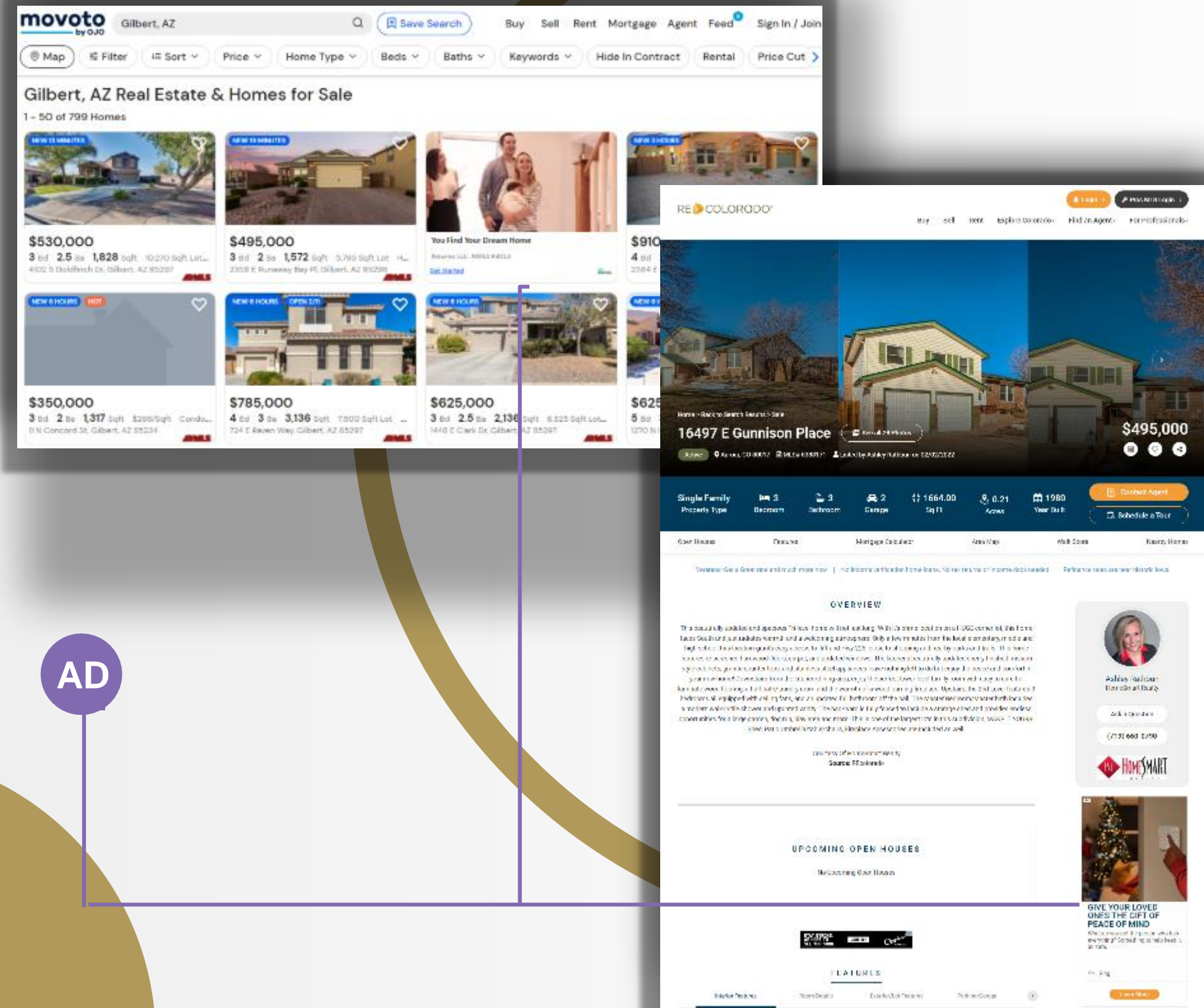
AD

- Feature your campaign front and center as users browse for homes.
- High impact, high viewability placements command attention and generate results!
- Page takeovers available to own all messaging on the page.
- Creative rotation to feature multiple or sequential messaging throughout campaign.
- National footprint with regional reach allows for precise geographic targeting of campaign and messaging.
- Placement and site level tracking allows for ongoing optimization of campaign based on precise reporting and metrics.



HIGH VISIBILITY NATIVE DISPLAY

- Our native units seamlessly integrate within the real estate pages of our platform.
- Consistent design from page to creative drives higher engagement.
- Native drives significantly higher CTR and campaign performance.



HIGH IMPACT CPC INTEGRATIONS

MORTGAGE CALCULATOR TEXT LINKS

High engagement integrations
throughout Cordless Media powered
Mortgage Calculators on Home
Listing pages.

Includes:

- Engage homebuyers as they explore the cost of target homes.
- Reinforce display campaigns running on same site.
- Only pay for traffic driven to your landing pages.
- Custom Messaging available.

Payment Calculator

Principal & Interest	\$2,023.70
Property Tax	\$375.00
Home Insurance	\$85.00
HOA	\$30.00



Total Amount	\$ 600000
Down Payment	\$ 120000
Interest Rate	% 3
Loan Term (Years)	30-year Term Apply Now
HOA/mo	\$ 30
Home Insurance / yr	\$ 1020 Get Quotes
Property Tax	\$ 0.75

See if you are eligible for a \$0 Down VA Loan. Get your quote today!

AD

ADDITIONAL SERVICES ▲



Get the deep sleep you've dreamed of with Purple

Get Offer



Found A Home You Love? Get A Pre-Approval Letter Today.

Apply Now



Refinance Now and Save.

Apply Now

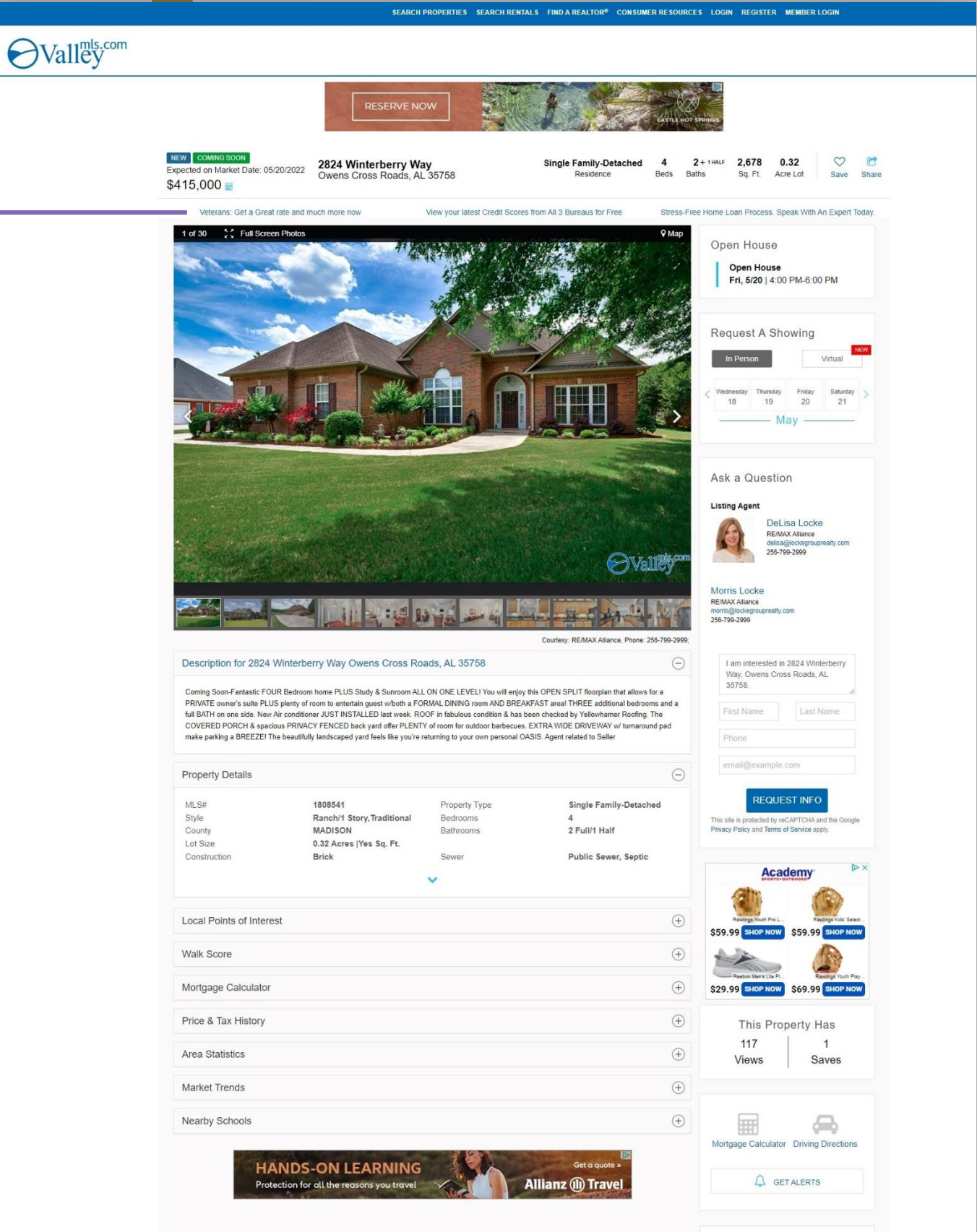
AD

INTEGRATED TEXT LINKS

Make your message part of the site
with integrated, CPC text links.

- Highly viewable placements that show consistently strong engagement across all Advertiser Categories.
- Ample space for custom messaging to promote your product or service.

AD

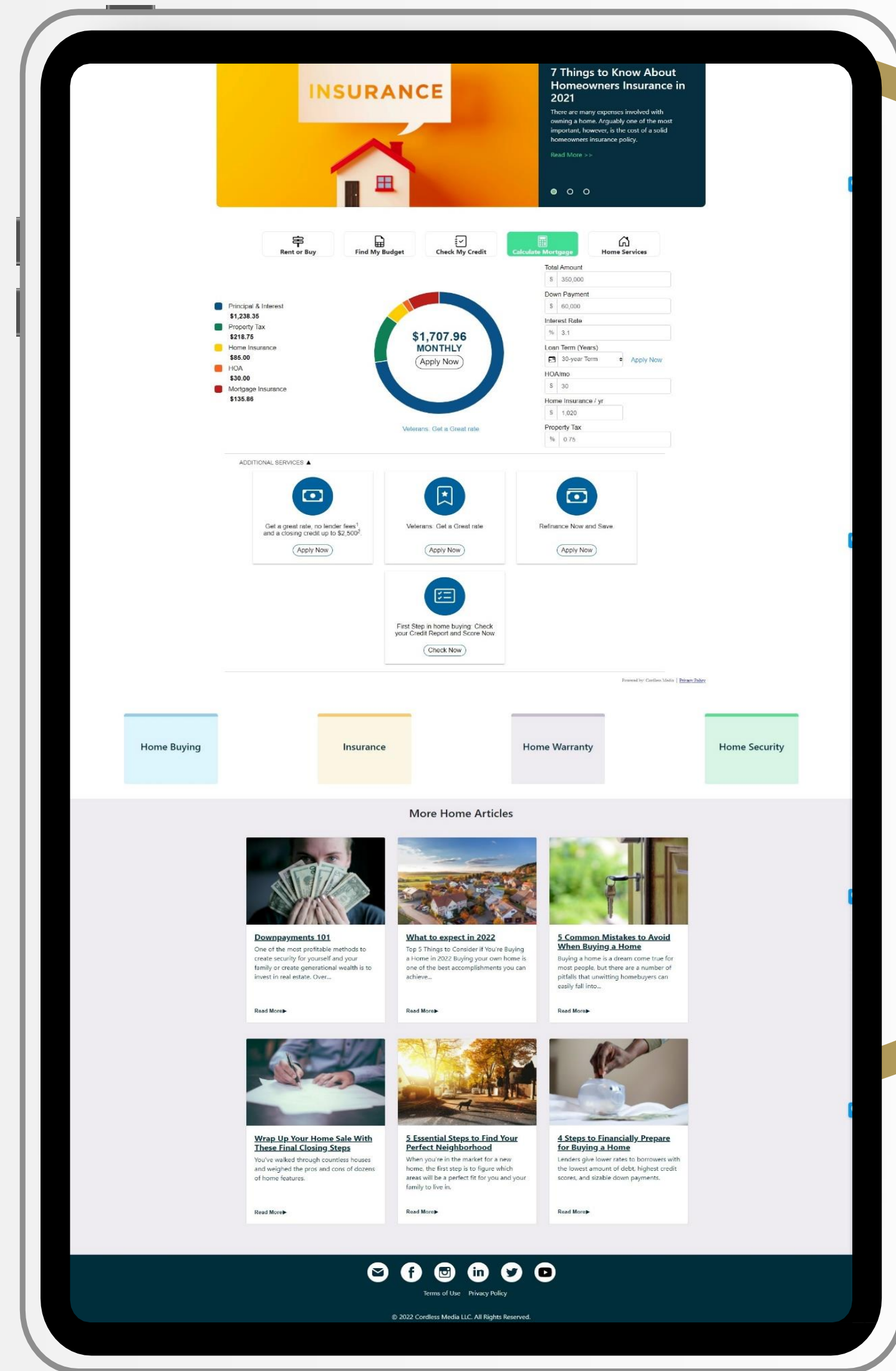


Sample CPC Text Link

View your latest Credit Scores from All 3 Bureaus for Free

CUSTOM CONTENT

- Own your category across integrated Homebuyer Resource Centers.
- Feature long form content to tell your brand story and highlight your value to pending homeowners.
- Integrated CPC placements throughout homebuyer utilities.
- Custom Opportunities and Category Exclusivity available.



Some of the Brands that Trust Cordless Media with their Ad Dollars

Our high value audience of homebuyers and owners has attracted leading brands across highly competitive verticals.

TransUnion^{tu}



xfinity

HAVERTYS
FURNITURE[®]

Thermador[®]★



Mutual of Omaha[®]

GEICO[®]

TRUGREEN[®]

newrez

EVERQUOTE

ROCKET
Mortgage

CALIBER
HOME LOANS

PENFED[®]
CREDIT UNION

LG

smartmove[®]

SONTIQ[™]
Intelligent identity security.

purple

THANK YOU