

theBrokerList

Grow Your Authority
Within Commercial Real
Estate

2026

Education • Sponsorship • Campaigns



Problem

Reaching commercial real estate decision-makers isn't easy.



Real estate is approximately **95% residential** and only **5% commercial**.



Most real estate lists are residential. Most real estate databases and marketing platforms are built for the residential industry. There is no commercial MLS. Very few sites focus on the professionals behind the transactions.

theBrokerList was built exclusively for the commercial real estate community, creating one of the industry's most targeted audiences of verified CRE professionals and companies.

Three ways to partner with theBrokerList

Build a community for commercial real estate people, companies and content only. Ensure our members are focused on that segment. Enter theBrokerList!

01

Educational Partnership

Become a trusted industry resource through educational content, webinars, research, podcasts, and case studies.

02

Sponsorships

Support the commercial real estate community while increasing your brand visibility through events, newsletters, and industry initiatives.

03

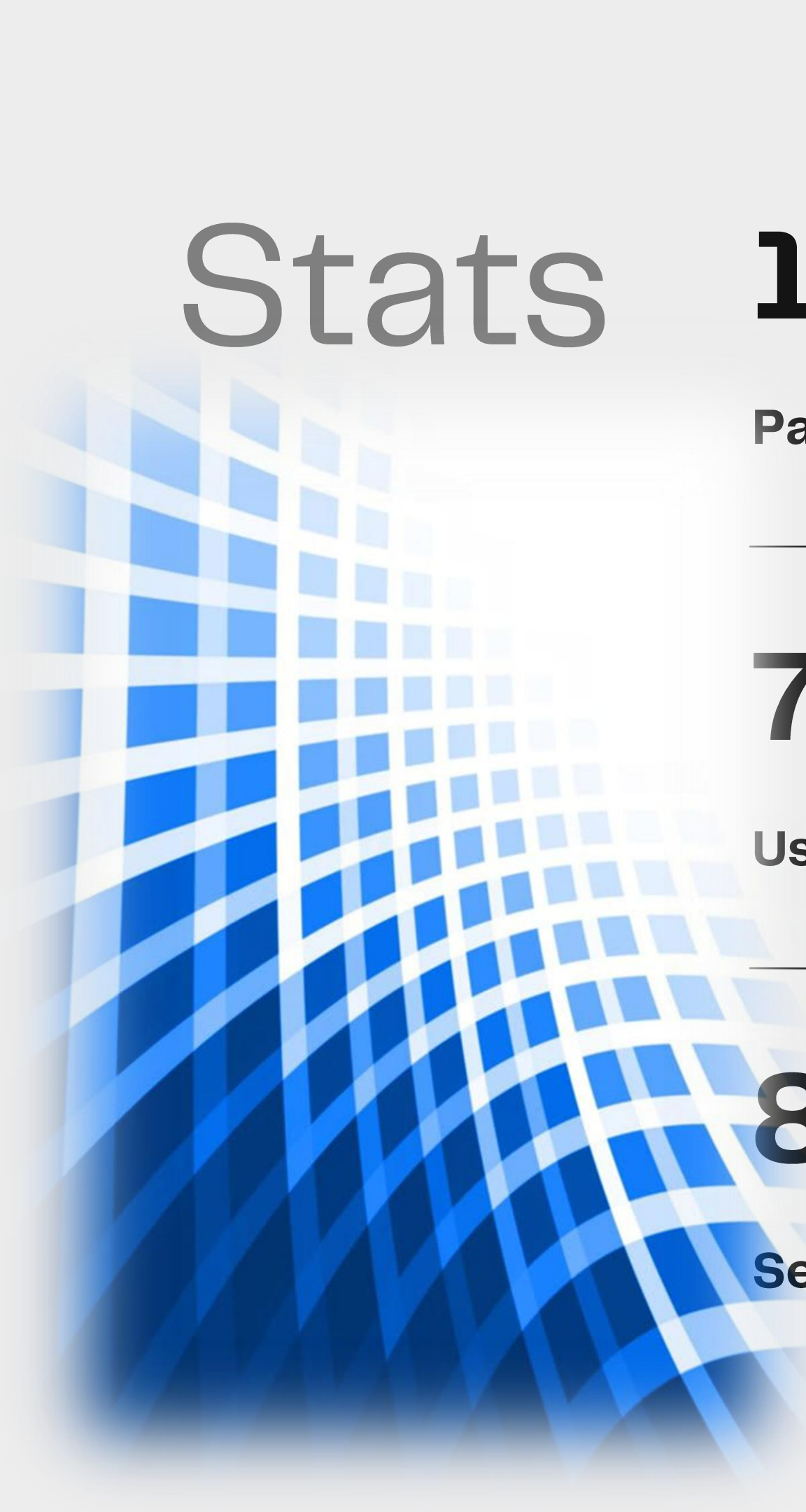
Campaigns & Promotions

Launch targeted campaigns through email marketing, banner advertising, sponsored content, and custom promotions.

An abstract graphic on the left side of the slide, featuring a grid of blue and white squares that curves and fades into the background.

We aim to get you in front of
the right segment
of the real estate industry.

Stats



115.5K

Pageviews monthly

78.7K

Users (Unique Visitors) monthly

81.0K

Sessions (Visits) monthly

10,000+
members

54%

Male

46%

Female

How we help you succeed



Strategy

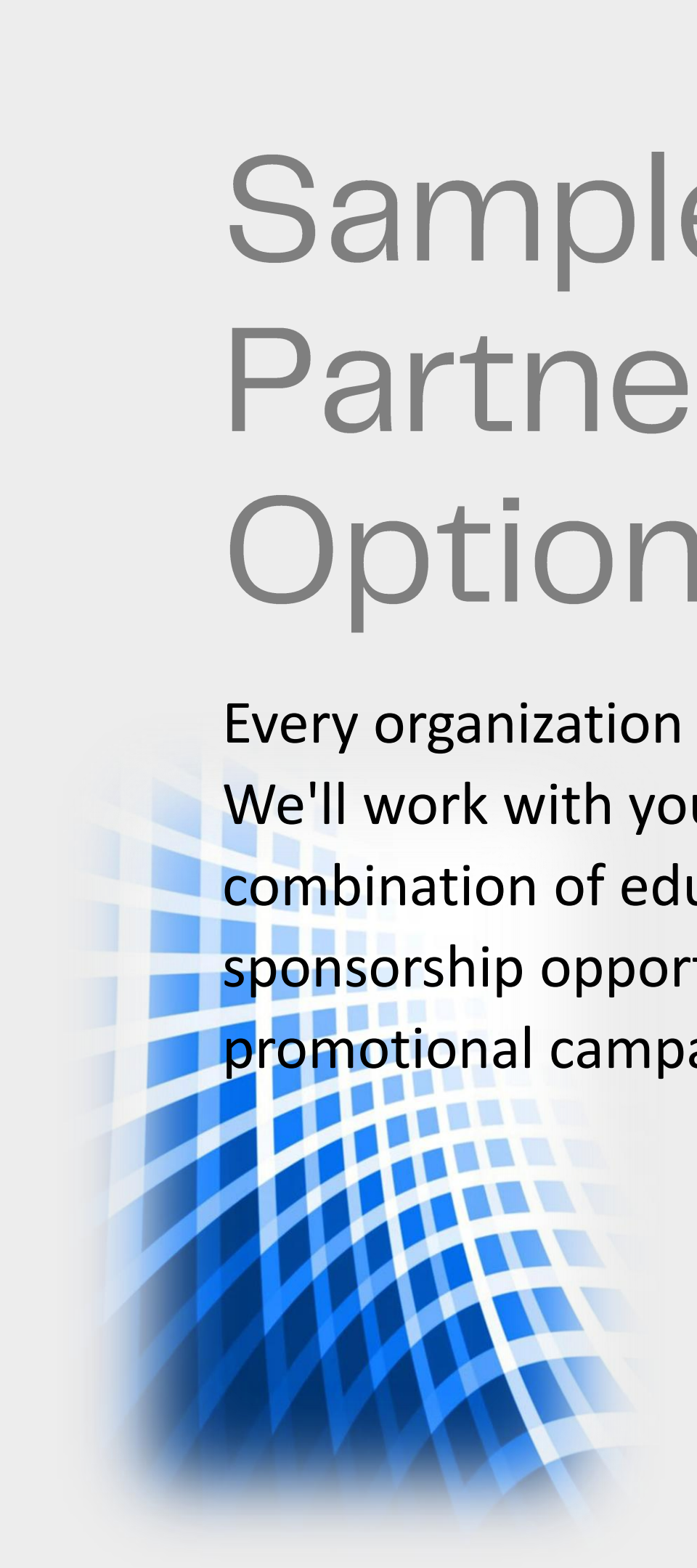
We work with you to identify the best combination of educational content, sponsorship opportunities, and promotional campaigns to achieve your goals.

Content Development

Need articles, webinars, podcasts, case studies, videos, or press releases? We can connect you with experienced CRE content partners to help bring your expertise to market.

Community Engagement

Extend your reach through industry events, case studies, success stories, social promotion, and strategic introductions that put your brand in front of commercial real estate professionals.



Sample Partnership Options

Every organization has different goals. We'll work with you to build the right combination of educational initiatives, sponsorship opportunities, and promotional campaigns.

Educational Partnerships

Establish your organization as a trusted industry resource through educational content, webinars, podcasts, research, case studies, and thought leadership.

Sponsorships

Support the commercial real estate community while building long-term brand recognition through brand exposure, events, articles, and community initiatives.

Campaigns & Promotions

Promote products, services, reports, events, or announcements through targeted email marketing, banner advertising, sponsored content, and custom campaigns.

Testimonials



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What people are saying

theBrokerList provides relevant, useful resources to help grow our online footprint and improve our 'real estate' like linkedin, twitter, and facebook. tBL also knows exactly how to promote our content and is always interested in updating the image of a company to get the best results. Finally, tBL is professional and easy to work with on many different projects. – **Bob May, LeaseQuery**

Testimonials



What people are saying

theBrokerList is a fantastic service for the Commercial Real Estate industry. It's a place where brokers and others in the industry can connect and exchange not only information, but also conduct business. It's a free listing site so you can search what properties brokers currently have available. But above all of that, I think the biggest benefit and value that theBrokerList provides is a way to share information. The blog is a wealth of knowledge and has become the industry go-to for content, insights, and commentary. I look forward to the daily blog digest emails I get, to see what people are talking about in the industry. Wonderful product, wonderful service, and wonderful people that run it! – **Ewa Baska, Buildout**

Individual Services & Pricing

Package	What This Includes	Stats	Cost
 THE BLOG WITH US PACKAGE	Your blog articles syndicated via theBrokerList blog. You provide your RSS feed url and we publish up to 1 blog per week. Each blog is shared via social media and is included in our blogs of the day eblast.	Pageviews 115.5K monthly Users (Unique Visitors) 78.7K monthly Sessions (Visits) 81.0K	\$1899 (annual)
 SPECIALTY CALL OUT For Sale or For Lease Pages	For maximum impact and exposure for your brand’s call to action, your banner/button on the For Sale or For Lease pages only for 90 days. Example: Services such as financing, appraisal, title companies, etc.	Pageviews 115.5K monthly Users (Unique Visitors) 78.7K monthly Sessions (Visits) 81.0K	\$1,750 per 90 days per category
 EXCLUSIVE WEEKLY EMAIL BANNER (per category)	- Get noticed on our weekly emails highlighting our new brokers and brokerage offices! Provide your 600 x 200 banner at the top of each weekly email for 90 days, exclusively. - Options: New Brokers or New Companies	6.5K+ EMAIL SUBSCRIBERS 19% Avg OPEN RATE 7% Avg CLICK RATE	\$1,599 per 90 days per category

Package		What This Includes	Stats	Cost
	THE NATIONAL EMAIL BANNER PACKAGE	Your 600 x 200 banner at the header and footer of our Daily National “New CRE Listing” emails, and rotated on our blog and website headers.	6.5K+ EMAIL SUBSCRIBERS 19% Avg OPEN RATE 7% Avg CLICK RATE	\$449 month
	 Marketplace Directory Display	- Be sure your brand is seen in our National Marketplace Directory. Your page includes your contact information as well as website, video, photos, most recent blog posts and team members. - Your logo to be featured when promoting our advertisers.	Pageviews 115.5K monthly Users (Unique Visitors) 78.7K monthly Sessions (Visits) 81.0K	\$1,099 (Annual)
	BLOGS OF THE DAY EMAIL BLAST	Get noticed on our daily blog email digest blasts. Provide your 600 x 200 banner to appear at the HEADER and FOOTER of each daily email for a year. The banners will rotate on a non exclusive days.	6.5K+ EMAIL SUBSCRIBERS 19% Avg OPEN RATE 7% Avg CLICK RATE	Non-exclusive \$4,299 (Annual) Exclusive day - \$5,999 (Annual)

Package		What This Includes	Stats	Cost
	THE SOCIAL ENGAGEMENT PACKAGE	• Guest host a special digital event or promotion. • Banner display announcing event for 2 weeks prior. • Blast email announcing event. • Social Media posts on Linkedin, Twitter, Instagram promoting event.	6.5K+ EMAIL SUBSCRIBERS 19% Avg OPEN RATE 7% Avg CLICK RATE	\$1,499
	THE EVENT PACKAGE	• Banner display announcing event for 2 weeks prior. • Blast email announcing event. • Social Media posts on Linkedin, Twitter, Instagram promoting event.	6.5K+ EMAIL SUBSCRIBERS 19% Avg OPEN RATE 7% Avg CLICK RATE	\$999
	DYNAMIC AD ROTATION	• This cutting-edge offering ensures your banners are dynamically distributed across our entire digital network, including website pages, blog content, and transactional emails. Leveraging sophisticated ad server technology, this system guarantees balanced and equitable ad placement, ensuring your message reaches a diverse audience in various engaging contexts. (SEE ABOVE STATS) 600X200,970X90,300X250,300X600		\$500 P. MO.

Package		What This Includes	Stats	Cost
	THE EMAIL BLAST PACKAGE	Four dedicated Eblasts over a 4-week period.	6.5K+ EMAIL SUBSCRIBERS 19% Avg OPEN RATE 7% Avg CLICK RATE	\$1,199
	THE CAMPAIGN PACKAGE	- Four dedicated Eblasts over a 4-week period - Banner ad on a weekly TBL email (600 x 200). - Banner ads included in dynamic rotation.	6.5K+ EMAIL SUBSCRIBERS 19% Avg OPEN RATE 7% Avg CLICK RATE	\$1,699
	Pay Per Click (PPC) BUILD YOUR OWN PACKAGE	Create a package and apply a PPC budget to any of our banner opportunities or choose what works for you!		You pick your budget. (Minimum \$1,000)

Additional Marketing Opportunities

We Have The Right Option For you

Monthly cube ad on theBrokerList blog right side panel (300 x 250).....	\$399
Non-CRE Broker Listing Fee	\$495 for 3 month period
API Integration Program.....	Custom Pricing Available
Case Studies.....	Custom Pricing Available
Press Releases.....	Custom Pricing Available
Success Stories/Articles.....	Custom Pricing Available
Sponsored Blog Post.....	\$275
Single Dedicated Eblast.....	\$350*
Feature on Have's and Wants page-30 days.....	\$50

*Discounted on quantities in excess of 4 per calendar year.





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