



RESIDENTIAL  
**REAL ESTATE**  
COUNCIL



## **SPONSORSHIP & MEDIA KIT**

Residential Real Estate Council specializes in connecting with elite professionals who dominate residential transactions. Our members, Certified Residential Specialists (CRS), surpass average agents in sales, earnings, and influence.

Tap into a network of influential, affluent, and highly productive professionals embodying the pinnacle of real estate excellence. Partner with us to access top performers who consistently deliver exceptional results and influence consumer decisions.



For a custom marketing plan or general questions, contact:

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## GLOBAL

**25,000**

members in 50 states & 10 countries

## PROSPECTS

**100,000**

non-member list

## INDEPENDENT

**70%**

work for independent companies

## DECISION-MAKERS

**51%**

are managing brokers or owners

## GO-GETTERS

**32**

average yearly transactions conducted by members

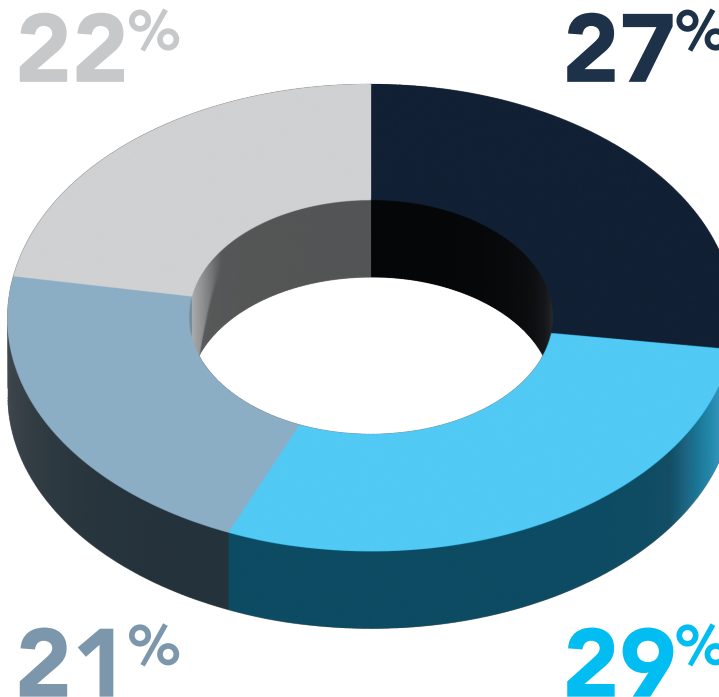
Residential Real Estate Council specializes in connecting with elite professionals who dominate residential transactions. Our members, Certified Residential Specialists (CRS), surpass average agents in sales, earnings, and influence. Tap into a network of influential, affluent, and highly productive professionals embodying the pinnacle of real estate excellence. Partner with us to access top performers who consistently deliver exceptional results and influence consumer decisions.

## AMBITIOUS ACHIEVERS

These mid- and senior-career professionals average \$15 million in gross sales, with personal income levels comparable to Veteran Brokers (\$384,000).

They include a balanced mix of brokers (who also sell), associate brokers, and agents. Notably, 36% have some ownership stake in their firms.

**OPPORTUNITY:** Offer leadership training, marketing tools, tech education, and referral network expansion to help them stay at the top of their game.



## LIFESTYLE AGENTS

These agents focus on buyers and sellers whose real estate decisions are driven by lifestyle preferences—not just price and location.

**OPPORTUNITY:** Position your brand as a solution aligned with clients who prioritize lifestyle, from wellness and sustainability to community amenities and home design—enhancing both agent and client experiences.

## VETERAN BROKERS

82% have more than 20 years of experience in real estate. Despite approaching retirement age, job satisfaction remains high—92% plan to stay active for at least the next five years.

**OPPORTUNITY:** Help them streamline operations, reduce manual tasks, and adopt smart business tools to maintain strong production while improving efficiency and work-life balance.

## UP-AND-COMERS

Our membership includes 30% brokers, 29% associate brokers, and 34% sales agents. A remarkable 95% intend to remain in the industry long-term.

**OPPORTUNITY:** This group—especially those early in their careers—seeks solutions that drive lead generation, improve satisfaction, and build a strong personal brand for long-term success.

Reach your target audience with RRC emails, the premier source for industry insights and trends. Delivered directly to inboxes, RRC emails provide unparalleled opportunities to enhance your brand's visibility, amplify your reach, and drive meaningful engagement:

- **Prime Advertising Spots:** Secure premium ad placements to showcase your brand prominently.
- **Enhanced Digital Presence:** Benefit from top ad positions within our highly engaged email campaigns such as *RRC Connect* and *RRC Education Insider*.
- **Content Collaboration:** Leverage opportunities for partner content and advertorials to connect with your audience.

## DIRECT EMAIL RATES

QUANTITY	1X CPM*	2X CPM 15% SAVINGS	3X CPM 25% SAVINGS	4X CPM 35% SAVINGS
1,000 - 5,000	\$250	\$213	\$188	\$163
5,001 - 10,000	\$200	\$170	\$150	\$130
10,001 - 20,000	\$175	\$149	\$131	\$114
20,001 - 30,000	\$150	\$128	\$113	\$98
30,001 - 40,000	\$125	\$106	\$94	\$81
40,000 - 70,000	\$75	\$64	\$56	\$49

## EMAIL NEWSLETTER RATES

AUDIENCE	1X CPM*	2X CPM 15% SAVINGS	3X CPM 25% SAVINGS	4X CPM 35% SAVINGS
Members	\$150	\$128	\$113	\$98
Non-members	\$75	\$64	\$56	\$49

Email sends in a 12-month period from signing.

\*Cost Per Mille (Thousand)



## RESPONSIVE EMAIL DESIGN

RRC's responsive email design ensures that your ad looks and functions any device or screen size, improving readability and user experience, leading to higher engagement and conversion rates.

## SPECIFICATIONS

VIEW*	WIDE	HIGH	FORMAT	DPI
Desktop	728 px	90 px	JPG, GIF	72
Mobile	320 px	50 px	JPG, GIF	72

\*Submit each banner ad as two separate files to adhere to our email's responsive nature. Banner ad location may vary from each email placement.

## DEADLINES

Artwork files are due at least two weeks prior to email launch. Specific dates will be provided upon signing, as launch dates may vary due to scheduling.

**PARTNER CONTENT:** Specifications and deadlines will be provided and mutually agreed upon based on scope of collaboration.



Discover the latest insights and trends in the realm of residential real estate with *The Residential Specialist* (TRS) magazine – a pivotal resource delivered bimonthly.

- Prime advertising placements, featuring coveted positions on inside and back covers.
- Premium advertising spaces on trsmag.com, reaching an expanding online readership.
- Collaborative opportunities for partner content and engaging advertorials, ensuring maximum impact

## ADVERTISING RATES & FREQUENCY SAVINGS

PRODUCT	1X	2X 15% SAVINGS	3X 25% SAVINGS	4X 30% SAVINGS
Full Page	\$4640	\$3,944	\$3,480	\$3,248
1/2 Page	\$3,110	\$2,644	\$2,333	\$2,177
1/4 Page	\$2,280	\$1,938	\$1,710	\$1,596
Inside Front Cover	\$5,340	\$4,539	\$4,005	\$3,738
Inside Back Cover	\$4,880	\$4,148	\$3,660	\$3,416
Back Cover	\$5,800	\$4,930	\$4,350	\$4,060

## SPECIFICATIONS

PRODUCT	DIMENSIONS	FULL BLEED
Two-Page Spread (bleed)	16.75" x 10.875"	17" x 11.125"
Full Page (bleed)	8.375" x 10.875"	8.625" x 11.125"
1/2 Page Horizontal (bleed)	8.375" x 5.1875"	8.625" x 5.4375"
1/2 Page Horizontal	7.33" x 4.75"	
1/2 Page Vertical	3.375" x 10"	
1/4 Page Vertical	3.375" x 4.75"	

## DEADLINES

ISSUE	ARTWORK
Q-2, 2025	2/20/25
Q-3, 2025	5/19/25
Q-4, 2025	8/19/25
Q-1, 2026	

## SPECIAL ISSUES

*The Leadership Issue*  
(Q1 2025)

*The Big Book of Marketing*  
(Q2 2025)

*The Technology Issue*  
(Q3 2025)

*The Innovation Issue*  
(Q4 2025)

## ACCEPTABLE FILE FORMAT

- Please supply a high-resolution print-ready PDF/X-1a file.
- View specifications at [swop.org](http://swop.org) or [adobe.com](http://adobe.com) (search PDF/x compliance).
- Resolution must be minimum 300 dpi.
- All fonts must be outlined or embedded.
- Crop marks and color bars should be outside printable area (0.125" offset).
- Only one ad per PDF document.

## COLOR

- Color ads must use CMYK process color format only.
- Ink density not to exceed 300%
- All colors must be converted to CMYK process color format. No RGB, LAB, Pantone or Spot colors will be accepted.
- Black text 12 pt or smaller—black only.

## QR CODE SPECIFICATIONS

**Color:** Any QR code appearing in a print advertisement is required to be composed of one color. For the best QR code scanning results and to avoid registration issues on press, no multicolor, no RGB color format, no spot colors and no gradients will be accepted.

**Size:** To make sure the majority of current smartphones can scan it, a QR code should be at least 0.75" x .075".

**Disclaimer:** Any unusual, branded, customized or multicolor QR codes could ultimately lead to an unscannable QR code in the printed magazine. GLC accepts no responsibility for QR codes that malfunction as a result of press errors.



## SELL-A-BRATION®



**2025 | OMNI NASHVILLE**

RRC's Sell-a-bration® offers an unparalleled opportunity for sponsors and exhibitors to engage with the industry's top-performing residential real estate professionals.

As the premier event on the real estate calendar, Sell-a-bration® attracts a diverse and influential audience of Certified Residential Specialist-designated agents (CRSs) and RRC Members. Partnering with RRC grants sponsors and exhibitors exclusive access to this audience, positioning their brand at the forefront of real estate excellence.

The exhibitor space is the heart of Sell-a-bration®—a communal hub where attendees and exhibitors gather.

### IMPORTANT DATES

Conference: March 17–19, 2025  
 Exhibitor Registration Opens: Sep 1, 2024  
 Last Date for Registration: Feb 28, 2025  
 Exhibit hall Set-Up: Mar 16  
 Exhibit hall teardown: Mar 19

### SPONSORSHIP RATES

	SILVER \$3,500	GOLD \$5,000	PLATINUM \$7,500
10x10 Exhibit booth space - includes 6-foot skirted table, basic wifi, 2 chairs, 1 wastebasket	✓	✓	✓
Invite to First-time Attendee Reception	✓	✓	✓
Invite to Leadership Meet & Greet		✓	✓
Opening Ceremony photo opp			✓
Choice of booth space		✓	✓
Company listing in event app	✓	✓	✓
Company logo on event page	✓	✓	✓
Post-show email(s) to attendees	✓ (1 email)	✓ (2 emails)	✓ (3 emails)
Complimentary Registration	✓ (2 attendees)	✓ (3 attendees)	✓ (4 attendees)
Ad in <i>TRS Magazine</i> : July/August - Solution Provider issue	✓ (1/4 page)	✓ (1/2 page)	✓ (full page)
Company logo on choice of AM Coffee Break Signage (2) or PM Themed Break Signage (1)			✓

### ADD-ONS

**Lanyards: \$2500**  
 Company logo printed on cord

**Event T-Shirts: \$1000**  
 Company logo on back of event t-shirt

**Registration Sponsor: \$2500**  
 Company logo/QR code on back of event/attendee badges

## Step into the Future with RRC Virtual Summits!

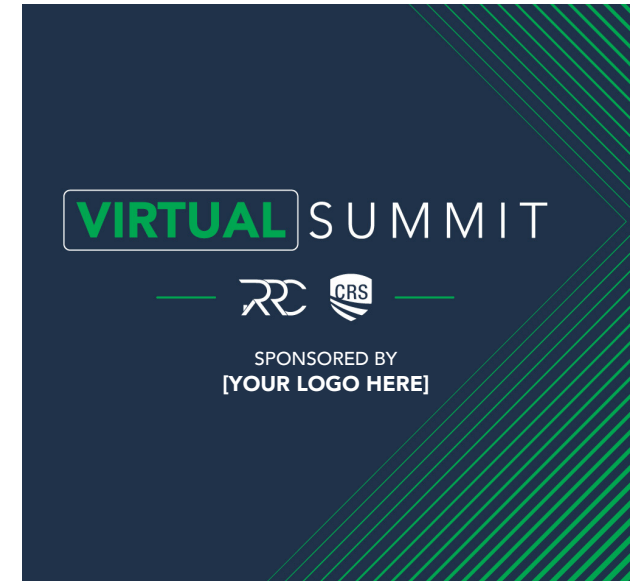
Our dynamic roundtable events are designed to equip industry leaders with the latest knowledge and cutting-edge tools for success in their real estate careers.

We're hosting three electrifying summits: Luxury (May), Marketing (August), and Artificial Intelligence (October). These immersive experiences bring together top-tier experts to explore the art of lead conversion and the science of building enduring client relationships.

Become a Sponsor and Shine! Align your brand with groundbreaking insights and engage with a passionate community of real estate professionals eager to elevate their skills and expertise. Don't miss this opportunity to be at the forefront of industry innovation!

### SPONSORSHIP RATES

	PLATINUM SPONSOR \$1,500 (1)	GOLD SPONSOR \$500
Title Sponsor! <i>Virtual Summit sponsored by [your logo]</i> in topic-specific marketing materials	✓	
30-second pre-roll commercial spot for sponsored topic (included in recording)	✓	
Banner ad placement on crs.com	✓	
Logo featured in topic-specific Virtual Summit marketing emails	✓	✓
Logo featured on topic-specific Virtual Summit landing page	✓	✓
Post-event direct email to registrants	✓ (2)	✓ (1)



### SUMMIT TOPICS

**Succeeding in the Luxury Market (May)**  
Our experts will talk about pricing luxury estates, breaking into new markets, and marketing yourself and your listings.

**Mastering Marketing in Real Estate (August)**  
Experts will delve into strategies and techniques tailored for success in niche markets, creating memorable experiences during the sales process, and nurturing relationships with past clients.

**AI 2024 (October)**  
Dive deep into the world of Artificial Intelligence (AI) and discover how it can revolutionize your approach to marketing, enhance your productivity, and address your most pressing industry questions.

Join us for CRS Week (September 15-19, 2025) and learn why *#CRSMeanBusiness*. This is your opportunity to align your brand with the gold standard in residential real estate—the CRS designation.

- **Five Days of Webinars:** Led by top CRS Certified Instructors, these complimentary sessions cover the latest trends and strategies in real estate.
- **Grassroots Events:** Organized by State Networks, these events offer unique networking opportunities and highlight the value of the CRS designation.
- **Wide Reach & Exclusive Access:** Engage with a vast audience of agents, brokers, and industry leaders, including current and aspiring CRS designees.
- **Community Impact:** Be part of grassroots events that connect local agents and brokers, reinforcing your brand's commitment to community and professional development..



## SPONSORSHIP RATES

	SILVER SPONSOR \$1,500	GOLD SPONSOR \$3,000	PLATINUM SPONSOR \$5,500 (1)
Logo (with live URL) featured on CRS Week Registration page	✓	✓	✓
Logo featured in recording on RRC Learning Portal for one year	✓	✓	✓
Direct email to participants post event	✓ (1)	✓ (2)	✓ (3)
Logo recognition on all promotional materials (with live URL when applicable)		✓	✓
Verbal recognition by webinar speaker each day			✓
15-30 second pre-roll commercial to air before each day's webinar (1 per day, 5 days total)			✓



Showcase your brand to a targeted audience with RRC website advertising, the leading platform for industry insights and trends.

Our website offers unparalleled opportunities to increase your brand's visibility, expand your reach, and drive meaningful engagement:

- **High-Impact Banner Ads:** Place your brand front and center with eye-catching banner ads on high-traffic pages.
- **Content and Product Sponsorship:** Engage members and position your brand as a thought leader through sponsored content and popular products like podcasts and webinars, reaching a dedicated audience in engaging, trusted mediums.
- **Custom Ad Packages:** Benefit from tailored advertising solutions designed to meet your unique marketing goals and maximize ROI.

## WEB BANNER RATES

PRODUCT	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
Banner Ad	\$xxx	\$xxx	\$xxx	\$xxx

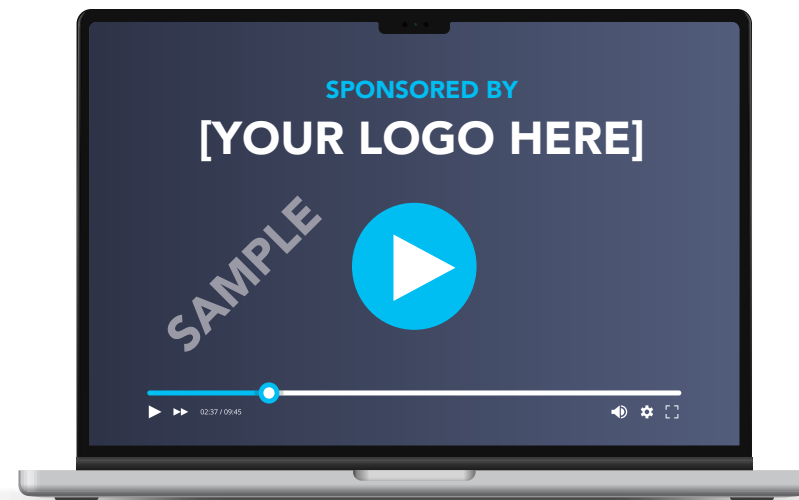
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## DEADLINES

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## SPONSORSHIP

Maximize your brand's exposure and engage your target audience through sponsored product placements and content collaborations. From sponsoring podcasts and webinars to creating compelling content, RRC offers tailored solutions to ensure your message reaches the right audience effectively.

*Sponsorship prices and content specifications to be determined by the scope of collaboration.*

## CUSTOM PACKAGES

Partner with us for tailored advertising solutions crafted to align with your B2B marketing objectives and amplify ROI. Collaborate closely with our team to design campaigns that enhance brand visibility, drive qualified leads, and foster meaningful B2B connections. RRC will help to ensure your message resonates effectively with your business audience, achieving impactful outcomes for your brand.

*Prices and deadlines to be determined by the scope of collaboration and selected sponsorship opportunities.*