



HARRIS
REAL ESTATE
COACHING



REAL ESTATE TRAINING AND COACHING SCHOOL®

The #1 Podcast on iTunes for Real Estate Agents

2023 NEW MEDIA PARTNERSHIP OPPORTUNITIES

What We Deliver To You...

HIGHER ENGAGEMENT

With the popularity, convenience, and mobility of podcasts, there's never been a time like now for companies to reach a targeted and engaged customer base with their products and services. Podcast and radio advertising avoids the saturation found in traditional text and online formats, putting you front and center with the customer.

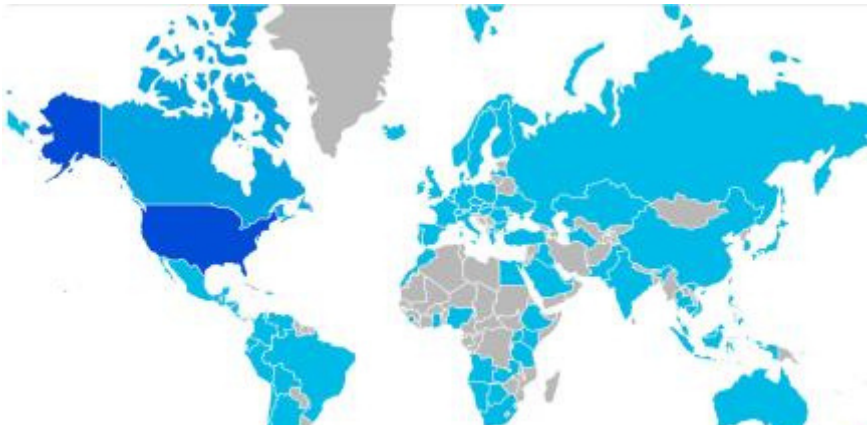
Real Estate Training and Coaching School® with Tim & Julie Harris takes this a step further by providing partner endorsements for products we believe in – which provides listeners with daily, repeat exposure to our sponsor message reinforced by a personal recommendation from expert coaching personalities they know & trust.

For over two decades, Tim & Julie have been leaders in the real estate industry, first as top producers and now as award-winning coaches of today's up and coming superstars. This comprehensive, diversified, and no-nonsense approach to building a real estate business has won them the allegiance of thousands of agents across the country -- the same agents we will deliver to you when you partner with us.

By sponsoring Real Estate Training and Coaching School®, you not only gain the benefit of a wide top-end distribution funnel reaching nearly every single real estate agent & broker in the United States, but you also leverage our ability to convert that marketing into a focused listener base who repeatedly act on our expert recommendations.



Our Global Reach:



Our Audience:

Our audience consists of 2.3 million real estate agents & brokers across the United States, and spans all major real estate franchises and geographic, ethnic, and socio-economic backgrounds.

Total Reach Monthly Listenership

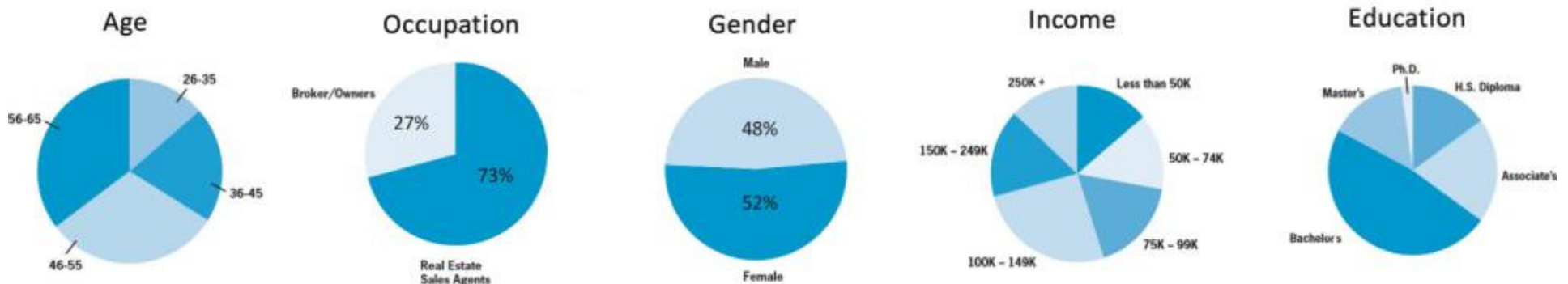
2,300,000

Unique Agents/Brokers

190,000+

Unique Agents/Brokers

Listener Demographics:



“I’ve been listening to you and Tim for about a month, nearly every time I’m driving in the car. Love your podcast so much – I can FEEL your enthusiasm and authenticity through iTunes. I love how real you are.”

- *Ashley from Tennessee*

“Four years ago, I hung up my license to go train for the military. Upon returning, I had my first child on the way, and had to get a corporate job to pay the bills. For 2.5 years, I thought about real estate every day. After our second child was born, I felt that I was doomed to stay at an \$80k/year job to keep my wife home with the kids. Then I found your podcast.”

“For a couple of months, I listened to your podcast for multiple hours/day. Everything that I thought I knew about being in real estate was flipped on its ass after what you taught me. I signed up for Premier Coaching...I am looking at my sales dashboard right now, and because of what you taught me, I have \$50,000 in net commissions from 7 sides pending...and what I will do yet this year, I know that I will get to that \$200,000 mark this very first year back in real estate.”

- *Roddy from Minnesota*

“I’ve been in the business for almost 12 years. I’m coming out of some tough times personally and professionally, but I feel like I’m rebuilding. Your podcasts are helping me with my structure, time management and motivation.”

- *Tanya from Texas*

“I just listened to your podcast on my way to an appointment about ‘spouses and partnering’ and even though I’ve “been there and done that” over the years, what resonated the most is your straight talk and the business books about profit and micromanaging. The books you have recommended and everything you say is COMPLETELY true. I’m so excited to have found people/mentors, etc. after years of searching for the magic pill — and found it with you.”

- *Nora from Massachusetts*

“I have been listening to the podcast for over a year. I hesitated to sign up for coaching, thinking there was so much great content on the show, how much more could there possibly be? I am floored by the amount of detail provided in the essentials program. There is NO comparison to your program and the other coaching program I was with before. I started coaching with zero prospects, and now I have tons of listings. From the bottom of my heart THANK YOU!!!”

- *Toby from Idaho*

“I’m slightly embarrassed to say that I really enjoy the shows when you are wound up about teams, or buying leads, or easy buttons, or shiny objects, as they are the most genuine, heartfelt episodes. Your experience and your passion come through really clearly. Moral of the story: You don’t need teams, you don’t need leads, you don’t need easy buttons, YOU JUST NEED TO GET OFF YOUR ASS AND DO THE WORK.”

- *Dennis from Virginia*

Email & Newsletter Promotion:

Real Estate Training and Coaching School® is promoted using a combination of email list distribution, Facebook, Google & Bing Pay-Per-Click (PPC) advertising, social media publication, and advertising within our real estate coaching network.

- Weekday AM & PM Real Estate Headlines E-Newsletter to 100,000 listener "house list."
- Saturday E-Newsletter of This Week's Top Real Estate Training and Coaching School® Podcasts to "house list". This goes out to 1.45 Million recipients, using the nation's largest real-estate distribution firm.

Paid Listener Campaign Partners:





**Today's
Top Stories
In Real Estate**

Jul 31, 2023 10:05 am

Real Estate Agents Guide: How To Sell Your Listings FAST!



HOW TO SELL YOUR LISTINGS FAST!

America's #1 Real Estate Coaches

Welcome back to America's #1 Daily Podcast, America's #1 Real Estate Coaches and Top EXP Realty Sponsors in the World, Tim and Julie

YOUR AD HERE

Generate More Buyer & Seller Leads

Drive your commissions through the roof! While there's still time, learn the easy, proven and FREE secret system to crank leads 24/7. Schedule a free, intense 1:1 coaching session and get our 6 new lead generation books. [Schedule Your Free Coaching Call NOW! »](#)

Where To Find Our Podcast:

Real Estate Training and Coaching School® is nationally syndicated through the largest digital podcasting distribution channels in the United States to provide maximum listener exposure to programming – and our popularity has made us the #1 industry podcast for agents & brokers in the USA.

The channels shown below are the larger syndication channels we use, and include web-based, mobile, and broadcast syndication of our daily radio program to a national audience of real estate professionals.



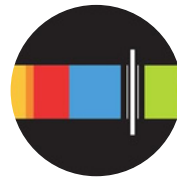
Apple



Spotify



Google



Stitcher



Pandora



Player.FM



Deezer



Tunein

We're Mobile Friendly:

Digital content syndication for our radio program has 2 key benefits: first, it increases the search visibility of our programs across several independent media search outlets, as well as providing our audience with greater mobile device accessibility.

Today's real estate agents listen to our show on a variety of devices, including their personal computers, telephone dial-ins, Apple IOS or Google Android devices.

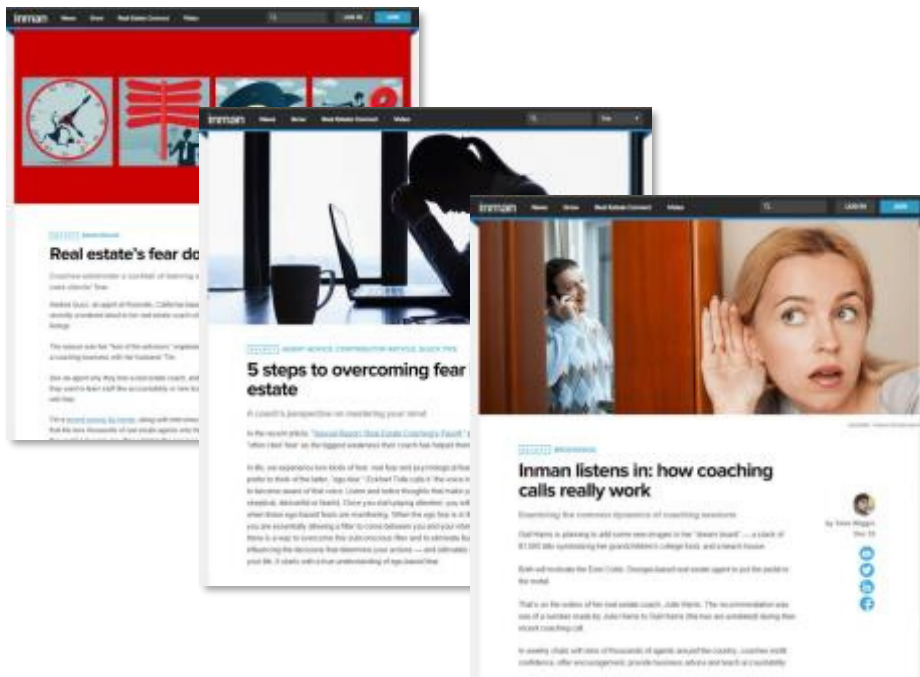
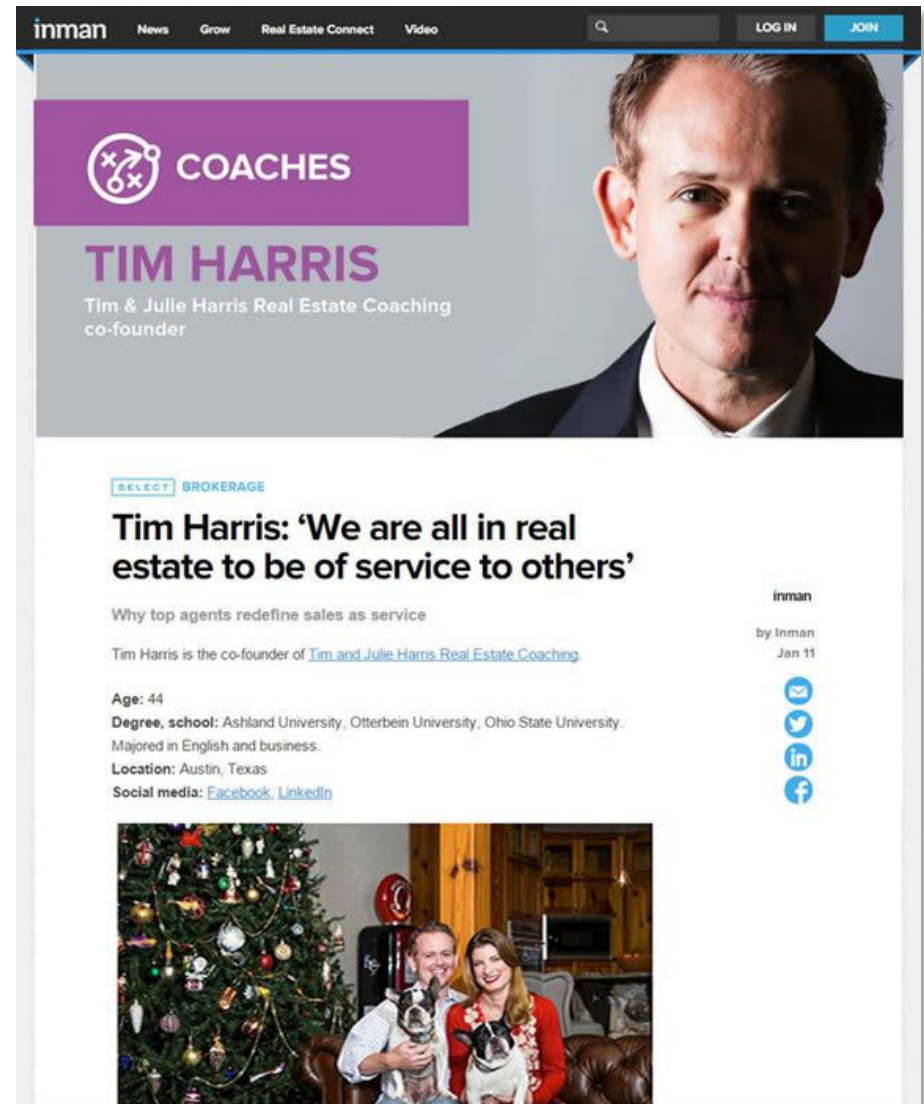
Additionally, agents listen on numerous software applications on their devices, and syndication network ensures they can tune in using a wide variety of apps on devices ranging from personal computers to smartphones and even internet-enabled automotive sound systems.



News Media Syndication:

For eight years, episodes of Real Estate Training and Coaching School® were syndicated daily through Inman News, both on their news website and to their email list of 800,000+ readers.

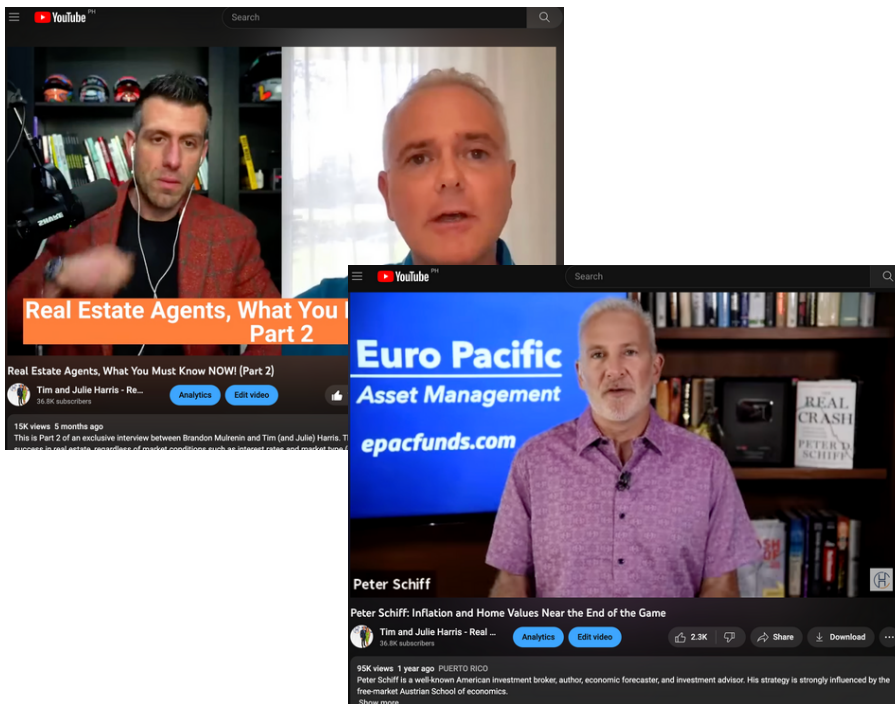
We're also proud to have been featured in a series of interviews on industry-leading real estate coaches, such as the ones shown on this page.



Be Part Of Our Social Circle:

Another growing channel is social media promotion for all new Real Estate Training and Coaching School® episodes in [Youtube](#), [Facebook](#), [Instagram](#), [Google+](#), [Twitter](#) and [LinkedIn](#) – with over 100,000 followers across our various social networks.

When you opt for the "Be Our Guest Show Sponsor Package" your full interview will appear on our social media channels complete with show teaser and summary article.



Opportunities To Reach Our Audience:

We have 3 brand new monthly sponsorship opportunities, custom-designed to give you frequency, visibility and maximum exposure to our 100,000+ regular monthly listeners, with millions of online and directly delivered impressions.

Every package offers **product exclusivity** to protect the integrity of the show and our listeners. All monthly packages have a 12 month commitment.

	Platinum	V.I.P.	Inner Circle
	\$6,250/mo	\$7,450/mo	\$10,450/mo
30 Second Recorded Spot (3x per week)	✓	✓	✓
Front Page Website Ad	✓	✓	✓
Sponsor Ad – Weekday AM Newsletter		✓	✓
Sponsor Ad – Weekday PM Newsletter			✓
Sponsor Ad – Saturday Podcast Newsletter			✓
Website Ad On Podcast Page			✓

Be Our Guest Show Sponsor Package:

Want to speak directly to our listeners? Be our guest on an episode of Real Estate Training and Coaching School® with host, Tim Harris! Reserved only for those with products and services we would be willing to put our names next to, this special offer gives your company a unique chance to deliver your message!

This \$10,000 one time opportunity includes:

- 30 minute LIVE Interview hosted by Tim Harris
- YOU provide the content and have editorial control
- WE promote your product
- YOU make a special offer to our listeners
- Your interview runs in the PM & AM (next day) newsletters
- Your interview lives on forever in our site archives
- You get a 1 day Sponsor Ad with clickable link on day of interview in PM Newsletter
- Your interview is included in Top Podcasts of the Week Saturday Newsletter
- Your interview is shared on our social media channels

Frequently Asked Questions:

We've told you a lot about who we are and the audience we're reaching daily that can be of value to your business, so at this point you may have some questions that you didn't find answered in the media kit. Here are the ones we get asked most often (please note, these statistics change often):

1) How many emails do you send per day, what is the size of your email list?

We currently have an 80,000-person house list, growing by approximately 5% month over month. We additionally reach out via email, Facebook, Twitter, and other social media channels to an additional 800,000+ agents on a monthly basis.

2) Agents receiving emails, are they opt-in?

Yes, our in-house email list is opt-in only, with incoming lead channels from 14 different sources, including Podcast, PPC, Sponsoring state and national associations etc.

3) What is the open rate of your weekday newsletters, both AM & PM? 27%

4) What is the CTR of your weekday newsletters, both AM & PM? 4%

5) What time do your AM & PM newsletters go out daily? 9am PST and 12 Noon PST

6) What is the open rate of your Saturday Show Summary? 25%

7) What is the CTR of the Saturday Show Summary? 5%

8) What time does your Saturday Show Summary go out each week?

7am Pacific Standard Time

9) Do you do dedicated email sends?

We do send dedicated emails for special offers and promotions. We do these rarely because we strive to avoid over saturating our list with too many emails.



10) What is the monthly traffic and CTR on your website? 30,000+ unique and 4% average CTR

11) Can I choose to advertise on your website only? We've bundled the media so that you receive the greatest value from our audience, but if you're only interested in our site, contact Tim Harris for pricing.

12) How many listens have you had to your podcast?

- As of mid 2017 around 3,000,000.
- Most listeners are regular listeners.

13) Who is your primary media competitor?

- Not to sound snooty, but we really have no competitor. No other media outlet combines website news, video, email, social and podcasting.

14) Who is your primary audience?

- Agents and brokers. We also have many teams that rely on our systems for training.

15) I want to sponsor you guys, but know that I can present my product better than anyone. Can I be a guest on Real Estate Training and Coaching School®? Yes, we would love that.

16) How long have you been in business? Early 1990s.

17) Does your podcast and other marketing target a specific part of the US and/ or industry professionals selling homes in a specific price range or product type? No, we have clients all over the world. 95%+ are in the US. Because we have such a wide reach, clients cover almost every real estate market and price range.

