



REALTRENDS

GATHERING OF EAGLES

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The industry's most informative gathering for operating executives, this unique conference is by invitation only and limited to CEOs, presidents, COOs and senior management of the nation's Top 500 residential real estate firms and the up-and-comers, as identified in the 2017 REAL Trends 500. In addition, REAL Trends encourages attendance by Realtor® association executives and senior management from national franchises, relocation firms and referral networks.

HELPING REAL ESTATE LEADERS INCREASE THE VALUE AND PERSONAL ENJOYMENT OF THEIR BUSINESSES.

ABOUT REAL TRENDS

REAL Trends has been The Trusted Source of news, analysis and information on the residential brokerage industry since 1987. We are a privately held publishing, consulting and communications company based in Castle Rock, Colorado. Residential real estate leaders look to us for timely and trusted information and analysis through our monthly newsletter, news and technology updates, conferences and publications.

In addition to consumer and business research studies, we are a leading provider of high-level business consulting services to the residential real estate industry. We provide a wide range of advisory services to local, regional and national real estate organizations. Our areas of expertise include marketing and technology, operational analysis, valuations, merger and acquisition advisory services and strategic planning.

MISSION STATEMENT: Helping real estate leaders increase the value and personal enjoyment of their businesses.

Please visit our website at www.realtrends.com or call us at 303-741-1000 to learn more.

“WHEN WE SPONSOR A REAL TRENDS PROJECT, WE FEEL AS THOUGH WE’RE SUPPORTING HIGH STANDARDS, INTEGRITY AND PROFESSIONALISM IN OUR INDUSTRY. WE’RE PROUD TO BE ASSOCIATED WITH THEIR AMAZING AND IMPORTANT WORK.”

*MIKE RYAN
EXECUTIVE VICE PRESIDENT
RE/MAX, LLC*



GATHERING OF EAGLES

MAY 16-18, 2018

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DENVER, COLORADO

Being a corporate sponsor for a REAL Trends conference puts your company's representatives face to face with hundreds of the country's most respected and successful real estate leaders. For maximum exposure to this group of elite industry leaders, a sponsorship opportunity is the ultimate value for your marketing dollars.

2018 Conference Highlights: Please join us for a fantastic event as REAL Trends welcomes a host of insightful industry speakers who will share their knowledge and lessons learned on a variety of hot topics. This year's sessions include The Great Challenging Future of Real Estate, Real Estate's Next Next, Ask a Coach Anything, Bulls, Bears and Real Estate Oh My!, The Future is Here, Building and Maintaining Success, Tech's Next Next and Combating Cyber Threats.

A few of the extraordinary speakers are Richard Smith, chairman and CEO of Realogy, Rob Hahn, Notorious ROB, Leslie Appleton-Young, vice-president and chief economist of C.A.R., Tom Ferry, CEO of Tom Ferry International, Avi Gupta, CEO of SmartZip, Charlie Young, president and CEO of Coldwell Banker, Lon Welsh, broker/owner of Your Castle Real Estate, Adam Contos, Co-CEO of RE/MAX, Sherry Chris, president and CEO of Better Homes and Gardens Real Estate, Steve Murray, president of REAL Trends and many more.

REAL Facts – available at no additional charge to our sponsors (a \$500 value)

REAL Facts is a comprehensive source of information on about 1,700 of the largest and most successful residential real estate brokerage firms in the United States. Firms are listed as either part of the REAL Trends 500 list or as Up-and-Comers. The firms may be publicly or privately owned, franchised or non-franchised. REAL Facts provides key information, including contacts, addresses, phone numbers, websites and email addresses. The 2018 edition will be available in May.

SPONSORSHIP BENEFITS:

- Company name and logo on all conference materials and signage before, during and post-event.
- Optional hospitality suite (costs to be paid by sponsor)
- Database list of all conference attendees (post-event)
- Registrations for up to three company employees (\$3,900 value)
- Complimentary REAL Facts (full price \$500)
- Unparalleled access to residential real estate's top decision makers
- Unique opportunity to network and build meaningful relationships with broker/owners
- Customized conference content
- Promotional product giveaways (must be approved by REAL Trends)
- Networking opportunities throughout the event
- One full-page, four color ad in one issue of the REAL Trends Newsletter (\$2,083 (USD) value) to be created by sponsor.
- Event coverage in the 2018 June Edition of the REAL Trends Newsletter
- Post-event email, such as a Thank You to Our Sponsors, listing and promoting all corporate sponsors of this event.
- REAL Trends will create a video featuring all sponsors and it will be prominently displayed throughout the event.
- Social media coverage - Sponsors will be featured on various REAL Trends' social media channels throughout the promotion of REAL Trends' Gathering of Eagles. Also, sponsors may be featured and hashtagged during the event in posts on Facebook, Instagram and Twitter.
- REAL Trends will create a limited number of podcasts to promote pre, during and post event at the Gathering of Eagles. Corporate Sponsors may choose to sponsor these podcasts on a first-come, first-served basis.
- 2018 Fall Touchpoint - REAL Trends will distribute an email to our audience of 30,000+ (including attendees of the 2018 Gathering of Eagles) featuring a short paragraph regarding your firm/company logo with an embedded link to a landing page.

Sponsorship Fee: \$20,000 (USD)





NEW IN 2018! SPONSORED PODCASTS

REAL Trends will create a limited number of podcasts to promote select sessions pre, during and post event at the Gathering of Eagles. Corporate Sponsors may choose to sponsor these podcasts on a first-come, first-served basis. REAL Trends can share potential topics with the sponsor. Should you be interested please email dwelch@realtrends.com for more details.



SATISFACTION, GUARANTEED.

100% SATISFACTION GUARANTEE

REAL Trends knows that every marketing dollar in your budget is important to you. We're confident that we can help you increase your business by promoting your message in a manner that will be noticed by our long-time readers and emerging managers. It's simple: we want you to be pleased with your purchase. If for any reason you are not happy with your sponsorship, we'll refund your money in full.

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