

PARTNER WITH The Trusted Voice of San Diego Real Estate



WEB

Monthly Speaking Opportunities

12,000+ REALTOR® Members

Events Sponsorships

Members Influence with 96,000+
home buyers & sellers each year

EMAIL

PRINT

Advertising Packages



WHAT'S IN IT FOR YOU?

For every
home sold,
approx.

\$60 K

of direct &
indirect
spending
occurs in
the local
economy.



OUR 12,000 MEMBERS...

Work with

96,000+

Home buyers & sellers each year

Sold

\$10 billion

in 2012

Sell 65%

of the real estate in San Diego

Are the

Top Producers

in San Diego County

Benefit from Our Reach

A permission-based

16,000+

Email distribution list

14,000

Monthly circulation of the
San Diego REALTOR® Publication

Over 55 events that attract

11,000+

REALTORS® annually

390,000

Annual visits to SDAR.com

TARGET OUR AUDIENCE



92%

of our
members
recommend
products
and/or
services
to their
clients.

What Makes a REALTOR®?

REALTORS® are a cut above other real estate professionals. They have pledged to follow a 100 year old code of ethics and taken additional ethics courses to maintain the highest level of integrity.

Our REALTORS® specialize in several market segments, including residential, commercial, and international real estate.

REALTOR® Demographics

- Median age is 56 years old
- 53% are women
- 15 years of experience
- Sell \$1.7 million per year
- Perform 8 transactions per year
- \$106,100 median family income
- 87% sell residential property
- 79% own a home
- 54% own a second property
- 90% have a website
- 84% are independent contractors

Get to Know Our Members

By Type of Real Estate License

62%	29%	13%
Sales Agents	Brokers	Broker Associates

Years in Business by Function

15	33	35
REALTORS®	Brokers	Office Manager

Secondary Specialties of Our REALTORS®

21%	16%	11%
Commercial Property Mgmt.	Commercial Brokerage	Relocation

Median Sales Volume by Function (in millions)

\$1.7	\$2.1	\$3.8
REALTORS®	Brokers	Commercial

SOURCE: California Association
of REALTORS®

ANNUAL PARTNERSHIPS

“Our partnership with SDAR this past year has been one of the most rewarding and smartest investments we have made thus far.

We were able to meet 400+ Realtors at the 2014 Expo and were given optimal booth space since we were an affiliate partner with SDAR. I highly recommend taking advantage of all that SDAR has to offer.”

Angie Stanley,
VP of Sales &
Marketing,
Oakwood Escrow

Platinum - \$40,000

- Company Branded Classrooms at 4 locations
- A 24" x 36" Sponsor Poster featured in the 4 classroom
- Choice of 6 Major Event Sponsorships
- Choice of 4 Association Event/Committee Mixer Sponsorships
- Recognition at all 2015 events
- Choice of 13 Education Sponsorships
- 2 Speaking Opportunities at Education Extravaganzas
- Choice of 39 Advertising Options

Pinnacle - \$25,000

- Choice of 6 Major Event Sponsorships
- Choice of 4 Association Event/Committee Mixer Sponsorships
- Recognition at all 2015 events
- Choice of 12 Education Sponsorships
- 1 Speaking Opportunity at Education Extravaganzas
- Choice of 31 Advertising Options

Premier - \$15,000

- Choice of 5 Major Event Sponsorships
- Choice of 3 Association Event/Committee Mixer Sponsorships
- Recognition at all 2015 events
- Choice of 10 Education Sponsorships
- Choice of 22 Advertising Options

Executive - \$10,000

- Choice of 4 Major Event Sponsorships
- Choice of 2 Association Event/Committee Mixer Sponsorships
- Recognition at all 2015 events
- Choice of 7 Education Sponsorships
- Choice of 16 Advertising Options

Associate - \$5,000

- Choice of 3 Major Event Sponsorships
- Choice of 1 Association Event/Committee Mixer Sponsorship
- Recognition at all 2015 events
- Choice of 4 Education Sponsorships
- Choice of 9 Advertising Options

EVENT SPONSORSHIPS



Events

Signature Events (Please select your events)

☐ Installation Dinner - January (400+ attendees)

Event tickets

VIP President's Circle Reception Tickets

Recognition in pre/post marketing, signage & program

Recognition in The San Diego REALTOR® publication

☐ Annual REALTOR® Party PAC Event - Winter (200+ attendees)

Event Tickets

6-foot table-top display

Recognition in pre/post marketing, events signage, and attendee packet

1/4 page ad in printed attendee packet

☐ San Diego County REALTOR® Expo & Conference - Spring (2,000+ attendees)

Event Tickets

Exhibitor Booth size

Opportunity to provide promotional item in event bags

Recognition in pre/post marketing, signage & in program

Recognition in The San Diego REALTOR® publication

☐ Real Estate Summit - Fall (500+ attendees)

Event Tickets

6-foot table-top display

Recognition in pre/post marketing, signage & program

Recognition in The San Diego REALTOR® publication

☐ Member Appreciation Week - Fall (800+ attendees)

Display space at 6 Service Center Locations

Recognition in pre/post marketing, signage & program

☐ Holiday House Charity Drive- Winter (250+ attendees)

Display space for marketing materials

Recognition in pre/post marketing and signage

Recognition in The San Diego REALTOR® (post event)

Committee Mixers - Young Professionals Network, Commercial Real Estate Alliance of San Diego, or Global Real Estate Council

Table-top display and recognition on event registration

	Associate	Executive	Premier	Pinnacle	Platinum
Signature Events (Please select your events)	3	4	5	6	6
<input type="checkbox"/> Installation Dinner - January (400+ attendees)					
Event tickets	2	4	VIP table	VIP table	VIP table
VIP President's Circle Reception Tickets		2	4	6	6
Recognition in pre/post marketing, signage & program		✓	✓	✓	✓
Recognition in The San Diego REALTOR® publication			✓	✓	✓
<input type="checkbox"/> Annual REALTOR® Party PAC Event - Winter (200+ attendees)					
Event Tickets	2	2	4	4	6
6-foot table-top display	✓	✓	✓	✓	✓
Recognition in pre/post marketing, events signage, and attendee packet		✓	✓	✓	✓
1/4 page ad in printed attendee packet				✓	✓
<input type="checkbox"/> San Diego County REALTOR® Expo & Conference - Spring (2,000+ attendees)					
Event Tickets	2	4	6	8	10
Exhibitor Booth size	10 x 10	10 x 10	10 x 20	10 x 20	20 x 20
Opportunity to provide promotional item in event bags	✓	✓	✓	✓	✓
Recognition in pre/post marketing, signage & in program			✓	✓	✓
Recognition in The San Diego REALTOR® publication			✓	✓	✓
<input type="checkbox"/> Real Estate Summit - Fall (500+ attendees)					
Event Tickets	2	4	6	VIP table	VIP table
6-foot table-top display	✓	✓	✓	✓	✓
Recognition in pre/post marketing, signage & program		✓	✓	✓	✓
Recognition in The San Diego REALTOR® publication			✓	✓	✓
<input type="checkbox"/> Member Appreciation Week - Fall (800+ attendees)					
Display space at 6 Service Center Locations	✓	✓	✓	✓	✓
Recognition in pre/post marketing, signage & program			✓	✓	✓
<input type="checkbox"/> Holiday House Charity Drive- Winter (250+ attendees)					
Display space for marketing materials	✓	✓	✓	✓	✓
Recognition in pre/post marketing and signage	✓	✓	✓	✓	✓
Recognition in The San Diego REALTOR® (post event)	✓	✓	✓	✓	✓
Committee Mixers - Young Professionals Network, Commercial Real Estate Alliance of San Diego, or Global Real Estate Council	1	2	3	4	5
Table-top display and recognition on event registration	✓	✓	✓	✓	✓

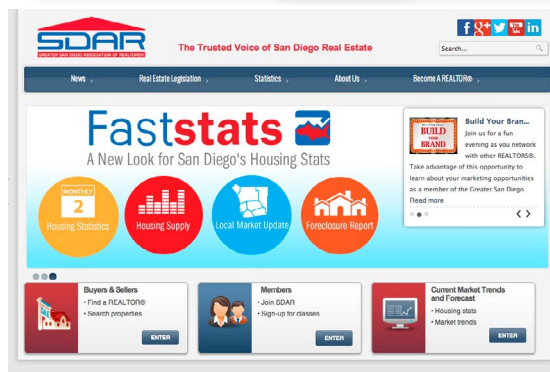
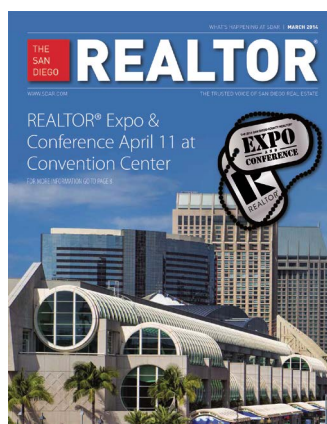
"I not only enjoyed the EXPO but found it essential in spreading the word and enhancing our companies brand. If you did not attend then you missed out on perhaps the best EXPO ever!"

-Rocky Rockwell,
Manager of
Mortgage Loan
Sales, Kinecta
Federal Credit Union

"SDAR Expo is an incredible opportunity to meet with friends, colleagues, industry partners and network with new ones! It is the best way to get up to date information on what's going on in Real Estate for San Diego."

Amy Scruggs,
Business
Development
Manager, New
American Funding

ADVERTISING OPPORTUNITIES



396,000
Annual
visits to
SDAR.com

Advertising Opportunities

REALTOR® Resource Guide & Affiliate Directory

- Ad in annual directory - print & online version

The San Diego REALTOR® Publication

- 1/4 page ad in monthly online & print version

eNews

- Ad in monthly email newsletter

eEducation

- Ad in monthly education newsletter

Caravan Connection flyers

- A Square ad in monthly flyers

Webtile on SDAR.com

Service Center Video Displays

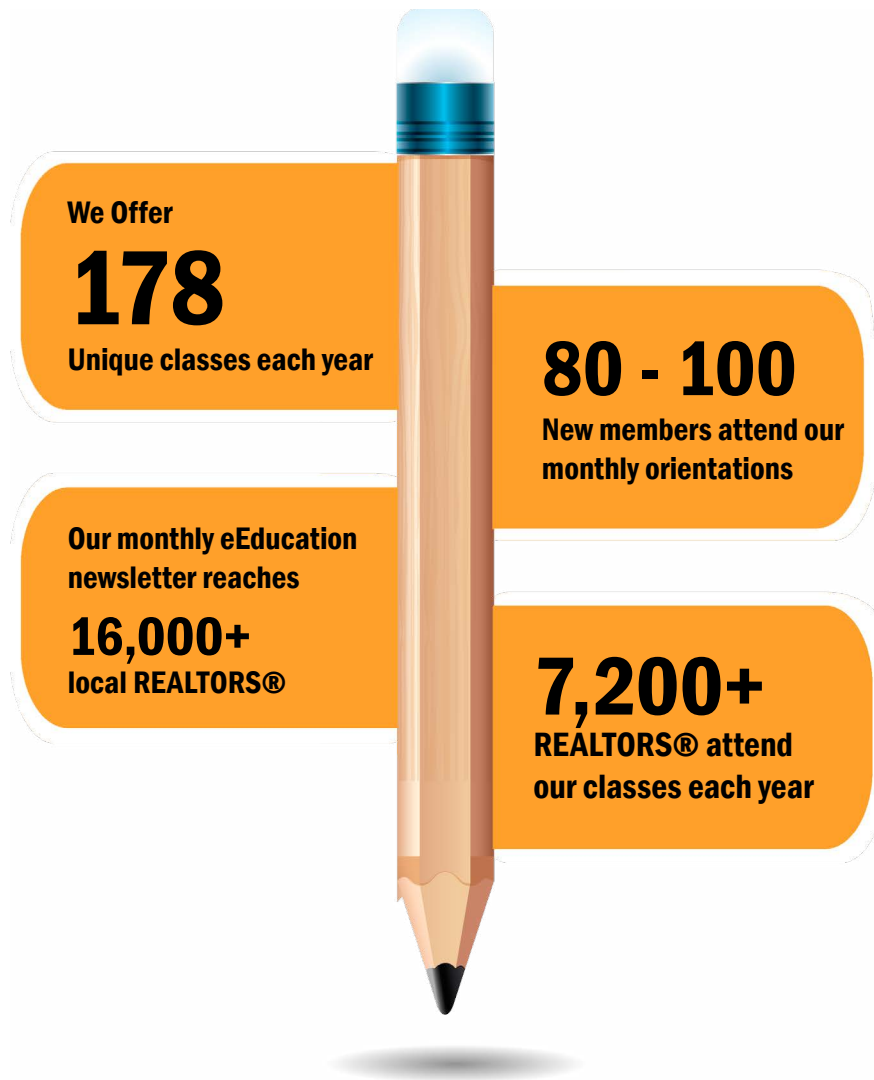
The Scoop

- Ad in our monthly housing statistics video

Sponsorship recognition on all third-party advertising

Associate	Executive	Premier	Pinnacle	Platinum
1/4 page	1/4 page + Bold Listing	1/2 page	Full Page	Center Page or Back Cover
1	1	1	2	2
2 squares	2 banners	3 banners	4 banners	5 banners
1 banner	2 banners	3 banners	4 banners	5 banners
1 month	2 months	3 months	4 months	5 months
2 months	4 months	6 months	8 months	10 months
1 month	2 months	4 months	6 months	8 months
		1 banner	2 banners	3 banners
			✓	✓

EDUCATION SPONSORSHIPS



“Advertising through SDAR’s many resources has helped me brand my company to more than 12,000 REALTORS® based in San Diego County and to their clients.”

Paul Needelman,
Owner, Cleanology
Housekeeping
Personnel Service

“Our partnership with SDAR has been extremely valuable to our company because we’ve been able to connect and build relationships with REALTORS® in San Diego.”

Risa Baron,
External Affairs
Outreach Manager,
San Diego Gas &
Electric

Education	Associate	Executive	Premier	Pinnacle	Platinum
SDAR Classroom Trainings		2	3	5	6
New Member Orientations <ul style="list-style-type: none"> • Opportunity to provide breakfast for attendees • 80 - 100 attendees monthly 	3	4	6	8	8 (with 1 speaking day)
Spring or Fall Extravaganza <ul style="list-style-type: none"> • 5-day license renewal training 	1 day	1 day	1 day	1 speaking day	2 speaking days
Annual Classroom Sponsorship <ul style="list-style-type: none"> • Sponsor recognition in classroom name • 24" x 36" poster in the classroom 					✓

SEE THE VALUE OF YOUR INVESTMENT

Our annual partnerships allow unique year round access to the local real estate community. Take a look at the value of partnering with the Greater San Diego Association of REALTORS®!

Platinum Partnership

Sponsorship Opportunity	Value
6 Signature Events	\$18,000
4 Committee Mixers	\$1,996
Classroom Sponsorship for Entire Year	\$15,600
13 Education Courses	\$3,887
2 Speaking Opportunities at Education Extravanzas	\$998
30 Advertising Options	\$17,050
Total Partnership Value	\$57,531
Actual Cost	\$40,000

Premier Partnership

Sponsorship Opportunity	Value
5 Signature Events	\$11,895
3 Committee Mixers	\$1,497
10 Education Courses	\$2,990
19 Advertising Options	\$8,470
Total Partnership Value	\$24,852
Actual Cost	\$15,000

Executive Partnership

Sponsorship Opportunity	Value
4 Signature Events	\$7,895
2 Committee Mixers	\$998
7 Education Courses	\$2,093
16 Advertising Options	\$5,620
Total Partnership Value	\$16,606
Actual Cost	\$10,000

Pinnacle Partnership

Sponsorship Opportunity	Value
6 Signature Events	\$15,895
4 Committee Mixers	\$1,996
12 Education Courses	\$3,588
1 Speaking Opportunity at Education Extravanzas	\$998
30 Advertising Options	\$12,205
Total Partnership Value	\$34,772
Actual Cost	\$25,000

Associate Partnership

Sponsorship Opportunity	Value
3 Signature Events	\$5,295
1 Committee Mixers	\$499
4 Education Courses	\$1,196
9 Advertising Options	\$3,795
Total Partnership Value	\$10,785
Actual Cost	\$5,000