PropertyShark.com

MEDIA KIT

OUR MILESTONES

2003
Matthew Haines launches PropertyShark.com: reports and foreclosures available for NYC.

2004
The Comparables tool is launched and data coverage extended to NY State.

2005
The NY Times mentions PropertyShark, stating that “it is invaluable”.

2006
PropertyShark wins the Most Innovative Real Estate Data Site award from Inman.

2007
Eastern Consolidated, Kramer Levin, and GFI Capital start using PropertyShark.com.

2008
ListBuilder, an advanced lead generation tool was launched (mailing and property data lists.)

2009
PropertyShark.com was named among the top 50 best websites of 2009 by Time.com.

2010
Yardi Systems, a leading provider of real estate management software, acquires PropertyShark.

2011
PropertyShark data coverage is extended to 46 states.

2012
PropertyShark.com reaches 1,000,000 visits per month.

2013
Ten years after it was founded, PropertyShark records over 1 million registered members.

2014
All PropertyShark pages and services become mobile-friendly.

2015
The PropertyShark Apps for Android and iOS are launched.

2016
Monthly traffic exceeds 2.5 million visits and a new product is launched – real estate market reports.

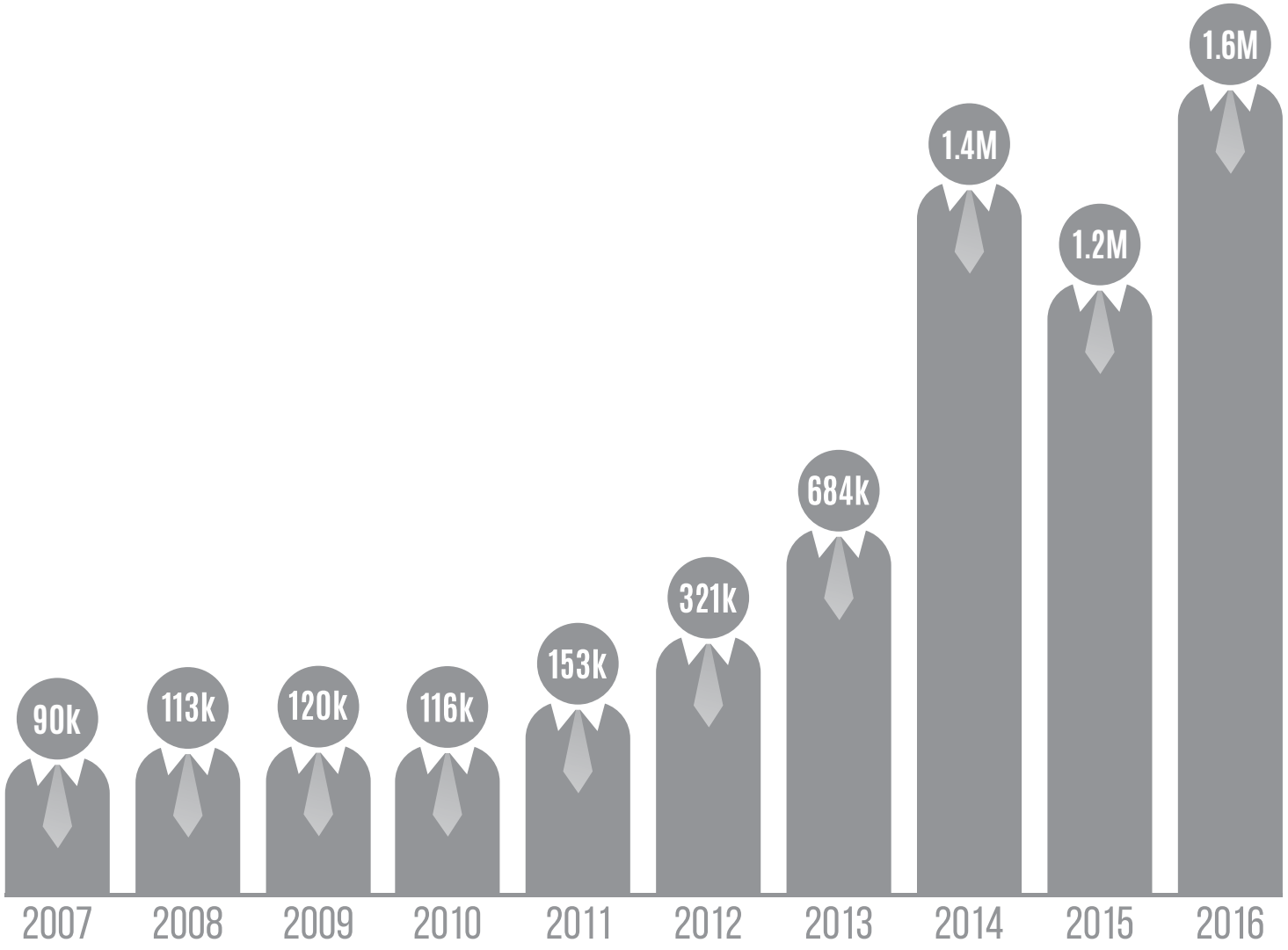
OUR REGISTERED MEMBERS

Display your ads to the right market segment - no wasted impressions
You can target any of our website visitors' professions

- Commercial brokers
- Residential brokers
- Homebuyers, sellers & other consumers
- Investors
- Appraisers/inspectors
- Property insurance
- Commercial & residential lenders
- Real estate developers

PROPERTYSHARK.COM BY NUMBERS

Average monthly unique visitors



5.7M+
Average monthly page views

1.6M+
Average monthly unique visitors

1.8M+
Registered members

TOP INDUSTRY PLAYERS RECOMMEND PROPERTYSHARK

MICHELLE E. GRIFFITH
Licensed Real Estate Salesperson at The Corcoran Group
"PropertyShark is my go to resource for accurate and up to date property data!"

IVAN HAKIMIAN
President & CEO, Hakimian Properties (HPNY)
"It doesn't get any better than PropertyShark for Commercial real estate."

RYAN SERHANT
Associate Real Estate Broker, Nest Seekers International
"If real estate is my religion, then PropertyShark is my Bible."

STEFANI MARKOWITZ
President & Real Estate Broker at Rutenberg
"For authentic property data, we always go to PropertyShark."

DOLLY LENZ
Founder & CEO, Dolly Lenz Real Estate LLC
"PropertyShark is our first stop when we need to find the most accurate and up-to-the-minute property data."

JEFFREY NISSANI
Associate Broker, The Nissani Group at Eastern Consolidated
"PropertyShark is the most effective online data tool and we use it on a daily basis."

corcoran
corcoran group real estate

kw
KELLER WILLIAMS REALTY

DouglasElliman EST. 1911 REAL ESTATE

TOWN RESIDENTIAL

CBRE

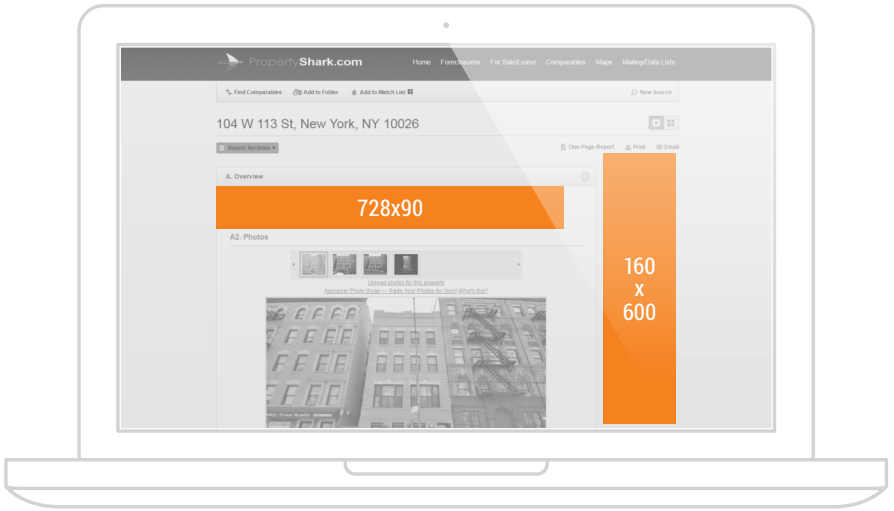
Marcus & Millichap
Real Estate Investment Services

ADVERTISING PACKAGE

BANNER ADS
NEWSLETTER ADS
CONTENT ADVERTISING

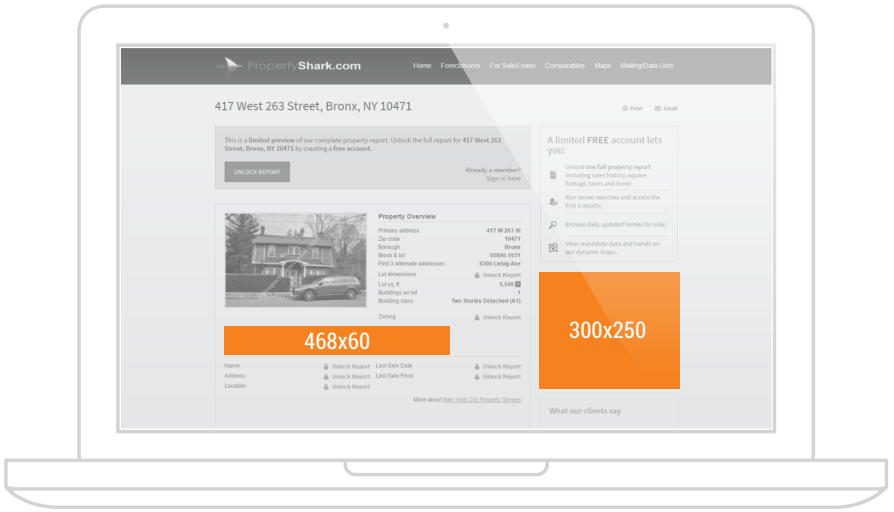
Banner ads

Reach your audience with highly targeted banners



Available sizes

Skyscraper -160x600 px
Leaderboard - 728x90 px
Big box - 300x250 px
Full banner - 468x60 px



Production requirements

Type: static, Flash, Rich Media, 3rd-party tags
Maximum file size: 50K image files (jpg, gif or png)
Animation length restrictions: Flash 15 sec
Flash files must include clickTag for tracking

Rates are available upon request, based on your custom needs
For more information contact us at advertising@propertyshark.com

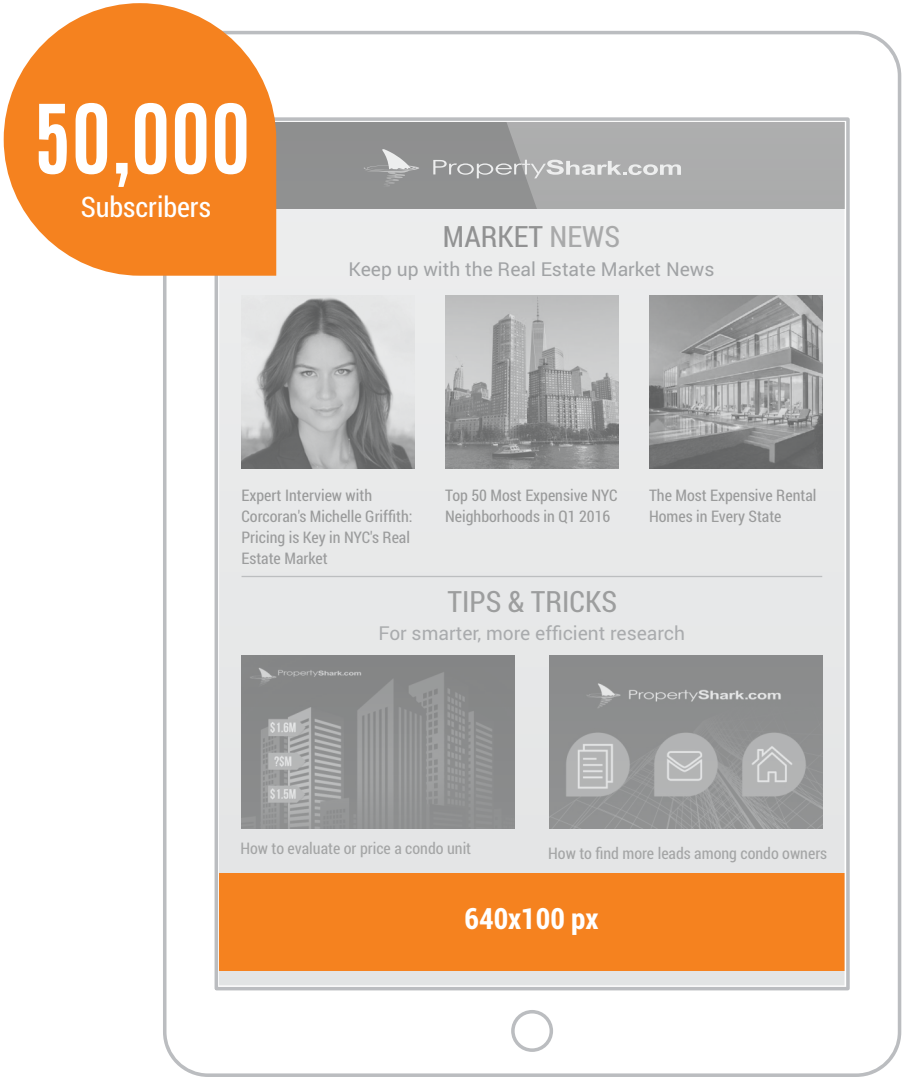
ADVERTISING PACKAGE

BANNER ADS
NEWSLETTER ADS
CONTENT ADVERTISING

Newsletter ads

- Advertising in our newsletter gives you the opportunity of reaching your audience right in their inbox
  Frequency: monthly
  Reach: 50,000+ real estate professionals

- Available size
  Banner - 640x100 px



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Content advertising

Guest posts on PropertyShark's blog
The PropertyShark blog is an established source of news for the real estate industry and you can get your message in front of almost 10,000 monthly readers.

Social media exposure
Benefit from exposure to our over 15,000 followers and fans on social media channels

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