

CAPTURE YOUR AUDIENCE

POWERFUL MARKETING
PARTNER

PROVEN RESULTS



Audience

Showcase your community to an audience whose primary goal is to find a lifestyle—not just real estate. We put your community in front of affluent individuals searching for a home in a master-planned community.



Lead Generation

85% of leads generated on the site provide full contact information. Leads are delivered real time and the data is archived and readily available in the Reports section.



Results

Hundreds of privately-developed master-planned communities benefit from the service, provided since 1996. Our leads and traffic generate awareness, site visits and sales!

mediakit.PrivateCommunities.com

PrivateCommunities.com

Tel (772) 234-0434 Toll Free (800) 875-3072 info@PrivateCommunities.com

© 2017 All rights reserved.

OUR AUDIENCE



Who visits PrivateCommunities.com?

Consumers visit the site to compare master-planned communities for their primary or vacation home, retirement or investment property. Initially, the primary interest is location, lifestyle and amenities. The focus of PrivateCommunities.com is to provide the community information required by this market.



Demographics

- 45 to 64 years old
- 55% female / 45% male
- Dominated by married empty nesters
- 81% of visitors surveyed plan to purchase in a master-planned community
- 76% plan to purchase within two years
- Top 10% of wealth
- Demographic profiles of sales leads by license with Claritas PRIZM



Visitor Acquisition

- 73% Organic Search
- 13% Paid Search
- 10% Direct
- 4% Referral



Visitor Traffic

- 380,000+ monthly page views
- 75,000+ unique monthly visitors
- 74% of visitors are new, monthly (continually new audience)



Newsletter

44,000+ opt-in subscribers receive a monthly newsletter which features communities on the site.

Stats Updated: January 2017

LEAD GENERATION

How Do We Generate Leads and Value?

Every Community Page offers consumers concise, relevant information about the community in an editorial format. Information includes a community description, images, video, Google map, social media links and several calls to action. Links to the community website provide click-through traffic as well as SEO value.

- 1 Photo Gallery: Capture the attention of prospects with signature photos of your property
- 2 Video: Embedded video (if available)
- 3 Call-To-Action Buttons: Strategically placed throughout the page
- 4 At A Glance: Quick summary of price and amenities
- 5 Description: Written by professional journalist / SEO writer
- 6 Google Map & Directions: Easily accessible on the page.
- 7 Community Details: Bulleted copy of community features
- 8 Info Request Form: Emailed to you in real time
- 9 Discovery Package: Details of Stay-And-Play offering (if available)
- 10 Social Media Links: Visitors connect quickly with you on social media
- 11 Twitter Feed: Latest tweet appears here
- 12 Property Listings: Share real estate offerings
- 13 Resident Reviews: Resident testimonials (client-approved)

The screenshot shows the website for 'The Landings on Skidaway Island' in Savannah, Georgia. The page is annotated with 13 numbered callouts:

- 1: Photo Gallery showing various views of the property.
- 2: Video player for an embedded video.
- 3: 'Send Me Information' call-to-action button.
- 4: 'At A Glance' summary box with price range (\$50,000 to \$1,500,000) and amenities like Golfhouse, Clubhouse, and Golf.
- 5: Detailed description of the community, mentioning its location and amenities.
- 6: Google Map & Directions showing the location in Savannah, Georgia.
- 7: Community Details section with a bulleted list of features such as Golfhouse, Clubhouse, and Golf.
- 8: 'Send Me Information' call-to-action button.
- 9: 'Discovery Package' section detailing stay-and-play offerings.
- 10: Social Media Links for Facebook, Twitter, and Email.
- 11: Twitter Feed showing a tweet from 'The Landings Company'.
- 12: Real Estate Listings section displaying several property listings with photos and details.
- 13: Resident Reviews section featuring a testimonial from a resident.

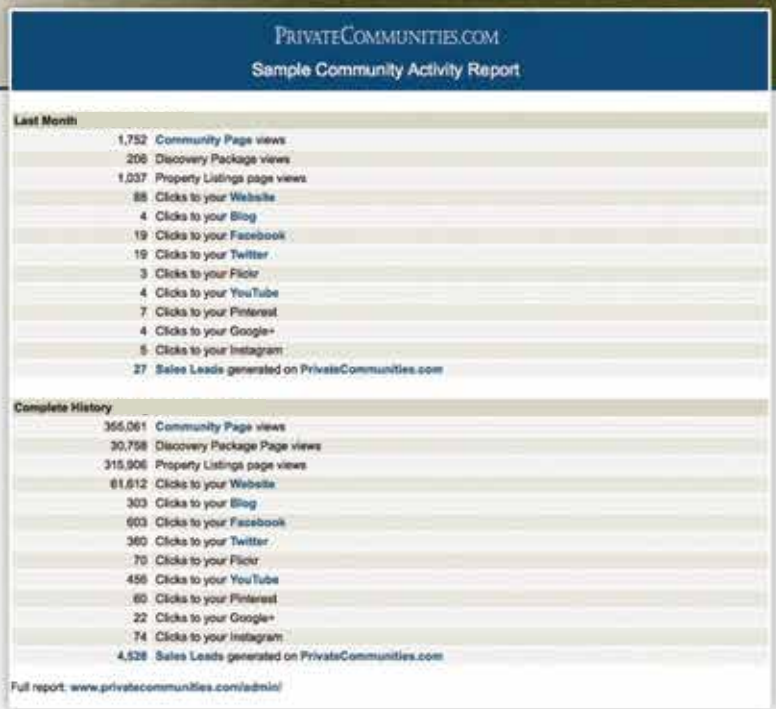


REPORTING

How can I measure ROI?

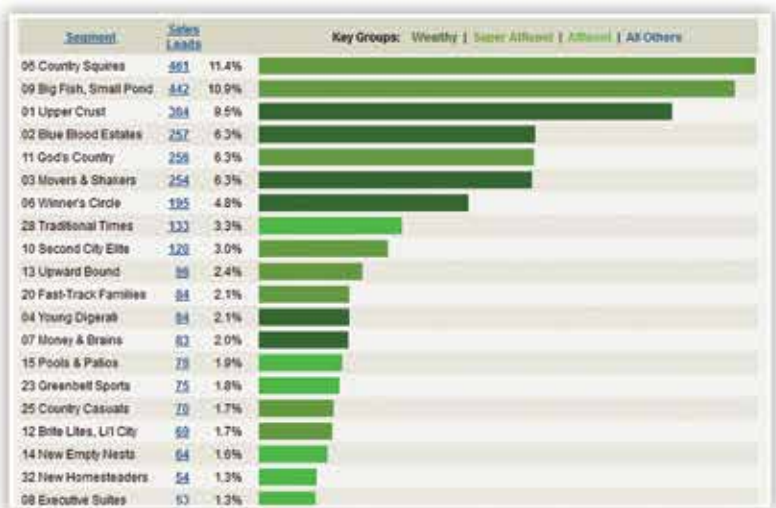
PrivateCommunities.com leads the field in providing in-depth reports, including geographic market, demographic profiles, page views, click-throughs and more.

Emailed Activity Summary Each Month



Claritas PRIZM Demographic Profiles

Complete history for sample community shown above



RESULTS



What can I expect?

PrivateCommunities.com consistently generates quality sales leads for our development. Three sales YTD, with our last sale contracting 8 days from the first inquiry.

- Michael Longobardi, Sales Director, The Islands on the Manatee River

PrivateCommunities.com has been a powerful marketing partner in helping us to reach potential prospects. We receive more of the “serious” and less of the “curious” as it relates to incoming leads.

- Brian Merbler, Ballen Isles Country Club

PrivateCommunities.com continues to produce valuable leads and web traffic year after year. They are a great company to work with!

- Brandy Jones, Brunswick Forest

We’ve found that buyers intent on doing their own research for a private, amenity-rich community are the ones that visit PrivateCommunities.com. We call them “educated buyers.” They come to a property with a tremendous amount of knowledge and familiarity from the very beginning. The educated buyer has changed the sales cycle. By using a listing on PrivateCommunities.com, we are providing these buyers with a third-party informational resource while allowing us to control and/or provide the appropriate and consistent brand messaging for our clients.

- Kelly Burnette, Maximum Design

ADVERTISE



What do I get for my advertising dollars?

A Community Page showcases the primary elements of the development, such as the lifestyle, amenities and real estate opportunities, as well as the details – clubs, dining, health care and area information. Each Community Page is written in an editorial style by a professional journalist who is well-versed in search engine optimization.

Key Benefits

- Generate qualified sales leads
- Drive traffic to community website
- Increased SEO value for your website
- Inclusion in email newsletter to 35k+ opt-in home buyers

Key Features

- Site visitors are nation's wealthiest 10%
- Full production by expert team
- Photo gallery and video
- Link to your website (SEO value plus click-thru traffic)
- Links to your social media
- Online performance reports
- "Discovery" or "Stay & Play" details page
- Google Map
- Verified Resident Reviews (client-approved)
- Responsive site optimized for mobile, tablet, desktop
- Exposure for your press releases
- Claritas PRIZM demographic data appended to sales leads

Call (800)-875-3072 FREE or email mediakit@privatecommunities.com to request rates

Multi-community discounts and other terms available. Please inquire for more details.

PrivateCommunities.com

a division of Private Communities Registry, Inc.

7500 North US 1, Vero Beach, FL 32967 USA

Tel (772) 234-0434 Toll Free (800) 875-3072 info@PrivateCommunities.com

© 2017 All rights reserved.