

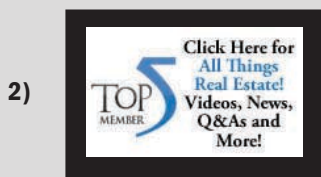
# Top 5 Member/Trade Deliverables



### 1) Top 5 Website

Top 5 Members will have access to a password-protected membership website where you will find invaluable resources that will not only benefit your business strategy, but more importantly, your consumers. Our multimedia website presents both video and digital content that will keep you informed on the latest topics affecting the industry's top professionals.

delegation, finances, marketing, technology, human resources and more—everything you need to know to operate as a Top 5 Member.



### 2) Top 5 Buttons and Banners

You will have the ability to download a number of Top 5 buttons and banners (in various sizes) to direct your site visitors to your personalized Top 5 in Real Estate Media Player.

### 6) RISMedia's Real Estate Magazine - Print & Online for Top 5 Members (Monthly)

Top 5 in Real Estate will allow you to view, search, share and print the full content of RISMedia's flagship publication, *Real Estate* magazine simply by clicking on the link to our digital publication. The print version will also be mailed to you each month.



### 3) RISMedia's Top 5 in Real Estate Advisor (e-newsletter delivered six days a week)

RISMedia's *Top 5 in Real Estate Advisor* is e-mailed to you six days a week—filled with high-level, business-building information, best practices articles and detailed, “how-to” insights from leading industry professionals and RISMedia editors.

### 7) RISMedia's Top 5 in Real Estate Mobile

Your work as a top agent brings you to many places and your smartphone should work there, too. RISMedia's Top 5 in Real Estate Mobile is available anywhere—even on the airplane—bringing you the power, depth and timeliness of RISMedia's exclusive commentary and breaking news on your mobile device (only available for BlackBerry and iPhone).



### 4) Top 5's Real Success: Best Practices Video Series (Weekly)

Available on Top5inRealEstate.com, these on-demand videos bring Top 5 Members to an exclusive setting where you will receive insight from brokers, agents and other industry professionals.

### 8) Top 5 Community on RealTown.com

RealTown.com is known for being the Internet portal that features everything real estate. And now, Top 5 Members have their very own private social networking community within RealTown that promotes collaboration among the top real estate agents in the industry.

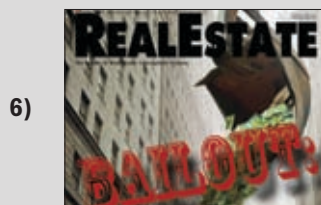


### 5) RISMedia's Top 5 in Real Estate Power Report (Monthly)

This monthly, all-digital *Top 5 Power Report* profiles successful agents from across the country and provides advice from leading real estate experts on leadership,

### 9) Top 5 Member Workbook (Coming Soon)

Top 5 Members will receive a member workbook. These materials will give you everything you need to successfully leverage your Top 5 membership.



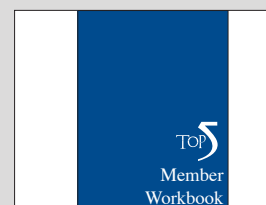
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9)



## Publicity and Branding

### 10) Top 5 Branding Accessories

Top 5 members are of the highest caliber when it comes to the real estate industry, so start the buzz in your market with the various branding accessories we offer to our members. These branded products, available in our online store, include:

- 10a) Solid Gold Lapel Pins
- 10b) Silver Pens
- 10c) Decals
- 10d) Bumper Stickers
- 10e) Customized Direct Mail Postcards
- 10f) Door Hanger
- 10g) Door Hanger (and it isn't price!)



11)



### 11) Top 5 Press Releases and Media Kit

The first step to differentiating yourself is getting the word out about your new membership in Top 5. Top 5 Members will be given press release templates announcing their acceptance into the Top 5 in Real Estate Network® to distribute to their local media and client database.



# Top 5 Member/Consumer Deliverables



1)

**1) Top 5 Real Estate Report - Online (Monthly)**  
Our monthly *Top 5 Real Estate Report* is developed by professional business writers and real estate experts in conjunction with RISMedia editors to bring relevant information to your consumers on home improvement, buying, selling, financing and owning. The *Top 5 Real Estate Report* is available to members electronically via our customized Top 5 in Real Estate B2C e-Newsletter. Customized with your photo, this newsletter will show your clients and prospects that you are the real estate expert in your area. You are able to manage mailing lists by accessing an easy-to-use, backend template.

videos, updated weekly, that feature topics important to homeowners. Our video updates present entertaining and up-to-the-minute industry information for clients, while positioning agents as the expert in the real estate community.

▶▶ [Top 5's Daily Real Estate Consumer Newsfeed \(6X per week\)](#)

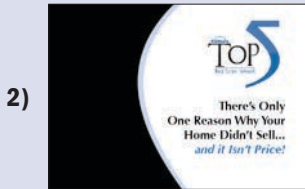
Your Top 5 custom Media Center will be updated automatically with up to eight articles per day on relevant, home-related information, including national news, buying, selling, home financing, home improvement, homeownership and other related subjects.

▶▶ [Real Estate Q&A \(also available in digital PDF format\)](#)

RISMedia's Top 5 in Real Estate Q&A includes invaluable information gathered by the real estate industry's leading experts on home buying, selling, financing, improving and owning a home. These five Q&A modules can provide clients and prospects with easily digestible, yet meaningful, information to help maximize their home investment.

▶▶ [Real Estate Glossary \(also available in digital PDF format\)](#)

From "Adjustable Rate Mortgage" to "Zoning," our Real Estate Glossary provides concise definitions of key terminology used in all phases of real estate. The Glossary is packaged with the consumer newsfeed and the weekly video updates.



2)

**2) Top 5 Member Messages**

Upon acceptance into Top 5, members will receive five (5) complimentary brochures for consumers on topics such as:

▶▶ ["What Every Home Seller Should Demand"](#)—

This brochure gives home sellers a real estate professional's perspective on the type of service and services they should expect and more importantly, receive, from their real estate agent. From the right questions to ask to the qualities to look for, this brochure will help home sellers get the most out of the home-selling process.

▶▶ ["There's Only One Reason Your Home Didn't Sell"](#)—

This brochure explains to home sellers that there's much more that goes into a home sale than pricing. This brochure takes home sellers through a variety of reasons, in addition to pricing, as to why their home may not have sold yet.

**5) Top 5 Commercials**

When it comes to selecting a real estate agent, qualifications matter. Our Top 5 commercials aim to educate consumers on not only the importance of choosing a top agent, but how a Top 5 Member can better their real estate experience.



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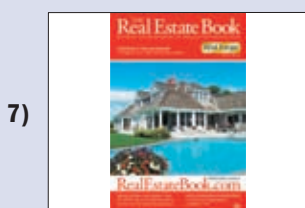
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5)



6)



7)

NOTE: Additional copies, as well as those personalized and branded, are available for purchase through the Top 5 online store.

**3) Top 5 Informational Releases (Biweekly)**

Recognition as a leading real estate agent is important. Top 5 Members will benefit from RISMedia's biweekly informational release distribution to expansive media outlets, promoting the Top 5 Network as well as encouraging consumers to select a Top 5 Member.

**4) Top 5's Exclusive Media Center**

Top 5 Members will receive a customized, co-branded all-encompassing Media Center that will reside on your website. Your Top 5 Media Center will include:

▶▶ [Inside Real Estate Consumer Video Updates \(Weekly\)](#)

RISMedia's Top 5 in Real Estate Network® provides your clientele with 3- to 4-minute

**6) Top 5 Real Estate Directory (Coming Soon)**

As a proud member of the Top 5 in Real Estate Network®, you will be listed in the Top 5 in Real Estate Directory on the Top 5 website (Top5inRealEstate.com), which will be accessible to all consumers and also featured in *Real Estate* magazine.

**7) The Real Estate Book Advertisement**

Each member will be included in a monthly, full-page ad within their local *Real Estate Book* publication. The ad will include their headshot and contact information.