



PO Box 2541  
Aptos, CA 95003  
831 688-9520 Office  
www.RealMarCom.com

## **An open letter to vendors targeting mortgage origination professionals**

Dear **Mortgage Industry Vendor**

**Your company** offers a product that could be of great value to the 23,000 mortgage origination professionals who subscribe to RealMarCom.com. Our customers regularly ask us about where they can find tools and services that can help them be more effective mortgage origination professionals; I'm hoping you might help us meet their needs by sponsoring our site or participating as a pay-per-click advertiser.

Through our pay-per-click program we would refer active mortgage professionals to your company for less than \$4 per lead. If you're bidding for clicks through an online text ad service, you know this would be a more cost effective channel for reaching your primary targets.

If you would like maximum exposure to mortgage origination professionals, we're offering sponsorship packages that would give you the following:

- A high-profile banner and multiple text links at RealMarCom.com; your site ads would be exposed to the 6,500 mortgage professionals who visit RealMarCom.com each month
- Integrated editorial at RealMarCom.com to boost credibility for you and interest in your ads
- Editorial in our e-newsletter, Mortgage Origination Marketing Online, which we distribute to more than 23,000 subscribers
- Secondary exposure to more than 65,000 additional readers by being included in the PR blasts we do for each issue of our newsletter

Sponsorship packages are available to select companies for the price of a banner: about \$800 per month, with a three-month sponsorship.

While you can find information about RealMarCom.com as an advertising vehicle by pointing your browser to [www.realmarcom.com](http://www.realmarcom.com) and selecting "Advertise", you won't find this pricing; I'm offering this special packaging and pricing to you as someone I recognize would help us to deliver added value our subscribers and visitors. Limited sponsorships are available to select companies. Call me today if you want to tap the 23,000 mortgage origination professionals at RealMarCom.com. Thank you.

Best regards

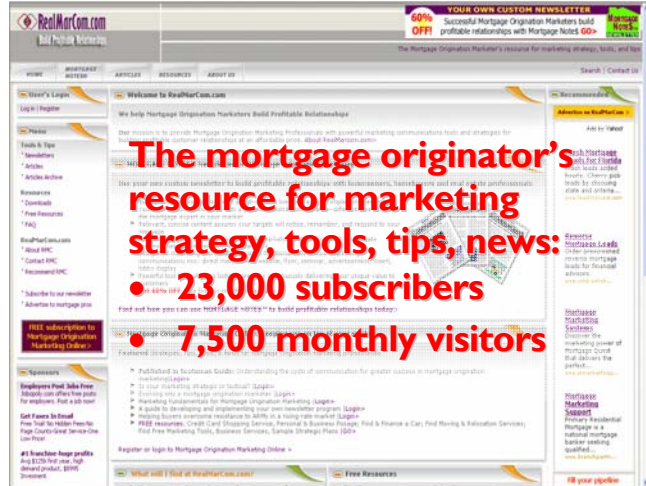
Brent Duncan  
RealMarCom.com President  
831 688-9520  
[brentduncan@realmarcom.com](mailto:brentduncan@realmarcom.com)  
[www.RealMarCom.com](http://www.RealMarCom.com)

## Do you want exposure to successful mortgage origination marketers?

RealMarCom.com has become a premier web destination for mortgage professionals looking for tools, tips, and resources that will help them become successful mortgage origination marketers. The combination of our exclusive premium content, powerful marketing communications tools, and effective Internet marketing programs draw more than 7,000 mortgage origination marketers to RealMarCom.com each month.

### Highly targeted advertising opportunities

So that we can provide additional value to our visitors, RealMarCom.com is opening limited advertising opportunities to select companies who provide complimentary services—and who want highly targeted exposure to active and successful mortgage professionals. In addition to a targeted and uncluttered promotional forum, we can provide you with integrated promotional campaigns that include editorial and advertising opportunities on RealMarCom.com, in our e-newsletters, in our online magazine, and even in our communications with our national network of Mortgage Note\$ newsletter distributors.



### Medium

Online resource for mortgage origination marketing strategies, tools, tips, and news

### Target

- Primary: Mortgage origination professionals: broker, banker
- Secondary: Real Estate agents and brokers, financial services companies, real estate industry vendors

### Audience

- **Registered Users:** 23,310 (As of 02/04/06, with approximately 1,800 new users monthly since July 2005)
- **Site Visitors per month:** 7,615 (February 2006)
- **Page Views per month:** 24,177 (February 2006)

### Search engine optimization

Web presence rated as "Excellent" for measured key phrases by independent Position Agent audit with Google's measure of importance ranking of 5/10

- Key phrase: "mortgage origination marketing"
  - o Score: "Exceptional": 93/100
  - o #1 rankings on: Google, Iwon, MSN, Yahoo, AOL
- Key phrase: "mortgage broker newsletters"
  - o Score: "Exceptional": 87/100
  - o #1 rankings on Google, IWon, MSN, AOL, Lycos, Inktomi

- Key phrase: "mortgage marketing"
  - o Score: "Very Good": 85/100
  - o Top 10 rankings Inktomi, Teoma, Ask Jeeves, IWon, Google, AOL

### Communications outreach with integrated promotional opportunities for advertisers

- **Website:** RealMarCom.com
- **E-newsletter:** Mortgage Origination Marketer online
- **Online magazine:** Mortgage Origination Marketer online
- **Email:** 23,668 (03/04/06) registered users
- **Direct mail:** Monthly communication with national network of mortgage origination marketers who distribute our consumer-focused newsletters in their markets
- **PR Newswires:** PRWeb audited readership: 101,465 readers / 1,295 additional media outlets; readership at secondary outlets not audited
- **SEO:** Search engine optimization results rated as "Exceptional" by independent Position Agent audit

**For more information:**  
**Visit: RealMarCom.com, select "Advertise"**  
**Call: 831 688-9520**