

Welcome to the world's first **Business Accelerator** for **Real Estate Professionals**

Where real estate professionals connect to opportunities: **Capital, Investments, Services** and **Each Other**



**Developers
Sponsors
GPs**



**Investors
Lenders
Crowdfunders**



**Capital Brokers
Placement Agents**



**Owners
Operators**



**CRE Advisors
CRE Brokers
Residential
Brokers**



**Designers
Builders
Engineers**



**Professional Service
Providers
Insurance**

Fast! and in ways never possible before.

Write for the fastest growing network of real estate professionals anywhere.

More than 700,000 member profiles covering all areas of real estate - you can be assured your audience is on RealConnex.

Our Bloggers, Influencers & Publishers use RealConnex to build influence, reputation and to connect with the 18 + different profile types within the professional real estate community.

Our diverse real estate community is made up 18 different professional groups. Get in front of the audience you want to be seen by. Learn more about our community below:

Developers / Sponsors / GPS

Owners & Operators

Fund GPs

Investors

Crowdfunders

Lenders

Capital Markets Brokers

Placement Agents (For Funds)

Commercial Mortgage Brokers

Real Estate Advisors

Commercial Brokers / Client Reps

Residential Brokers

Architects

Designers

Builders / Contractors

Engineering

Professional Services

Insurance

Submissions for RealConnex

Publishers are invited to submit 3 types of articles to RealConnex for publication:

How I used RealConnex 200 - 500 words

User stories on how they used RealConnex to solve business problems. These experiential stories are published in new members newsfeeds.

Influencer, Opinion and Interest Newsfeed Articles 150 - 300 words

Selected articles are published / posted in members newsfeeds if the article is targeted to one or more defined user roles.

Blog Articles 750 - 1,000 words

Whether you're writing about the latest big news story in real estate, macro real estate trends, your unique perspective on Cap rates or a niche topic focused on a specific role type it can be published on RealConnex. We are looking for well written, well researched content that is interesting and valuable to our members.

SEO Optimized and Unique Blog Content

We love it when our writers submit content which has been optimized for SEO and when content is created specifically for, and will only appear on RealConnex. Author's benefit in this way by leveraging our domain authority and having the opportunity to expose their content to a new and extensive audience.

From the perspective of RealConnex, we are delivering an optimal experience for our members when we provide them with quality content which can't be found elsewhere.

If you do perform keyword research please provide a list of the primary and secondary keywords you are intending the article to be ranked for when you submit your article.

Prioritization of Submitted Content

Recommended

Selected articles may be Recommended to members if the article is well written, offers a unique perspective, is targeted to one or more defined user roles and in the case of blog articles, is optimized for professional real estate related keywords in search engines.

Sponsored*

Approved articles can be published as "Sponsored" articles and appear in members newsfeeds.

Please note that RealConnex is under no obligation to publish articles

Guidelines for Publishers

How I used RealConnex 200 - 500 words

User stories on how they used RealConnex to solve business problems. These experiential stories are published in new members newsfeeds.

1. Select a specific use case you wish to describe. Eg: *build influence*.
2. Title the article "How I used RealConnex to < *build influence* >
3. Describe your experience & how you used RealConnex to help you
4. Attach your name, email and a picture and mail your article to publish@realconnex.com
5. You must also create your free profile on RealConnex

Influencer, Opinion and Interest Newsfeed Articles 150 - 300 words

Selected articles are published / posted in members newsfeeds if the article is targeted to one or more defined user roles.

1. Decide on the audience you are addressing
2. Craft a compelling headline
3. Draft your article or opinion piece
4. Attach a picture to illustrate your content where possible
5. Proof read your article and correct spelling and grammar.
6. Send your name, email and a picture to accompany your article to publish@realconnex.com
7. You must also create your free profile on RealConnex

Blog Articles 750 - 1,000 words

Selected articles are published on the RealConnex company blog. *Please refer to Blog guidelines*

WHAT YOU SHOULD KNOW ABOUT REALCONNEX & OUR COMMUNITY

RealConnex is the fastest growing on-line community for the professional real estate fraternity. It is also the only site of its type. RealConnex delivers professionals to what they need in a fraction of the time, cost and in ways never possible before.

It was built for real estate professionals - by real estate professionals. Our community boasts over 700,000 opportunities, profiled real estate companies & members. The market sweet spot for RealConnex is the Institutional and professional mid market. The typical transaction size range up to \$120M with equity requirements up to \$30M. The value of service engagements ranges up to \$5M.

With an annual marketing budget in excess of \$3 million, our membership base should exceed 1 + million in the USA and 2 million globally within the next three years.

Backlinking from Blog Articles

Our backlinking policy is on a case by case basis. We reserve the right to evaluate sites to ensure any site that is linked to from RealConnex is reputable, produces quality content and does not engage in black-hat SEO tactics.

If you are interested in receiving a backlink from your submitted blog article please send through the link along with your article when you submit content for review.

Reciprocal Content / RealConnex Guest Blogging for your site

We appreciate the opportunity to write our own, high quality content for other sites within professional real estate.

Our minimum requirements are that your site has a domain authority of at least 40 and a minimum of 10,000 monthly unique visitors. If you are not sure how to check for these metrics, we would be happy to assist.

Publishers can publish content in one of two ways:

1. Submission to RealConnex for publication by submitting your articles to publish@realconnex.com

OR

2. Self Publish in the newsfeed on the RealConnex dashboard using RealConnex Publisher.

Please remember to also send through your list of SEO targeted keywords when applicable.