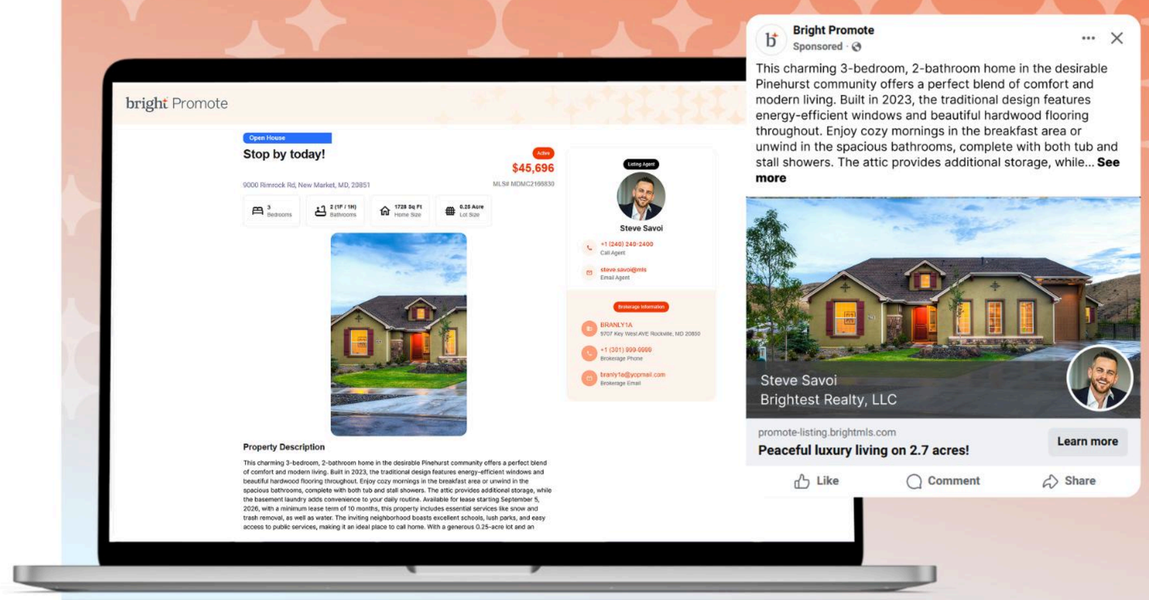
Beyond Word-of-Mouth:

The Power of a $100 Digital Ad Budget

You've earned your reputation one client at a time. Now use Bright Promote digital ads to amplify your listings and expand your reach.



A New Era of Home Searches

The Reality: Today's buyers are doing less "drive-by" home searching and more online browsing.

The Magic: Digital ads put your listings directly into the path of those buyers, targeting them in high-profile social spaces like Facebook and Insta.

What Does $100 Actually Buy You?

With Bright Promote, your $100 ad budget translates into powerful, hyperlocal visibility:

- ☑ **Thousands of Local Eyes:** Your listing will be seen roughly 5,000 to 10,000+ times by residents in your market.
- ☑ **Zero Wasted Dollars:** Unlike a newspaper ad or billboard that reaches people miles away, Bright Promote targets your ad directly to people in your immediate geographic area who match the profile of potential buyers.
- ☑ **More Brand Recognition:** Local homeowners see your name attached to a beautiful listing, making it more likely that you'll be their first call when they're ready to sell.

bright® Promote

Speed Wins. No Tech Degree Required.

Think running digital ads is too complicated or time-consuming? Bright Promote is seamlessly woven into your daily workflow.

1. **List It:** Enter your listing into Bright MLS just as you always do.
2. **Launch It:** The moment the listing goes live, click "Bright Promote" from your Manage Listings Overview page.
3. **Track It:** Keep tabs on real-time, easy-to-read insights showing exactly how many people are viewing your ad and interacting with your listing.

Don't Just List It. *Launch It.*

The first few days your listing is live are crucial. Launch a Bright Promote digital ad to attract early interest, prove your value to your sellers, and grow your local network.

YOUR NEXT STEP

Log in to Bright Listing Management today. When your next listing goes live, click the Bright Promote button and experience the real power of digital marketing.

Learn More at **BrightMLS.com/Promote**