



# ZIP.AGENCY

## The Future of Marketing is with the Crowd.



### \$8,445.90

Average Marketing Spent by a Real Estate Agent

### Reaching the Masses



**10%**

Of Commission Most Agents Spend towards Marketing



**\$84,459**

Average Yearly Salary of a Real Estate Agent



**\$6,000,000.00**

Average Price for a Super Bowl Commercial Spot



**\$300k to \$700k**

Average Price for a NFL Commercial Spot



Before Zip.Agency, a small business would have found it impossible to market in big ticket events, which were reserved for company's that could pay the large spot fees.

### Top Three Audiences in 2023



**Super Bowl LVI:**  
Rams-Bengals  
**110,400,000**  
Viewers

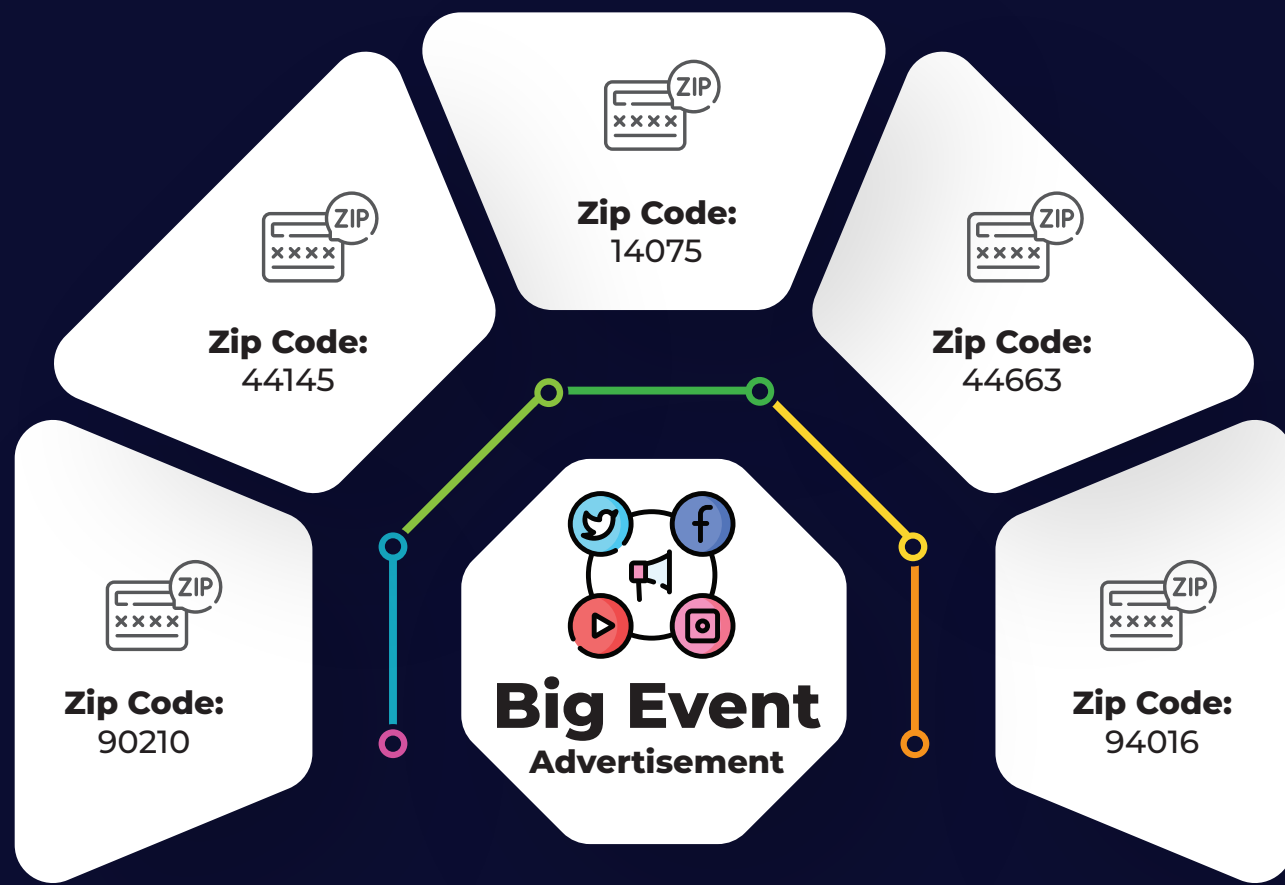


**NFC Championship:**  
Rams-49ers  
**50,225,000**  
Viewers



**AFC Championship:**  
Chiefs-Bengals –  
**47,851,000**  
Viewers

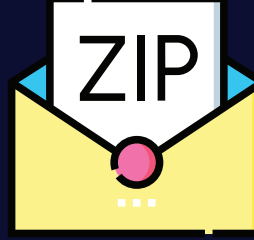
### Real Time Example of Crowd Marketing



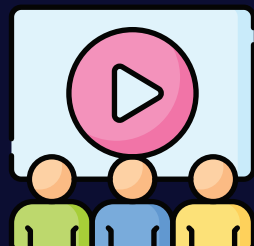
## Zip.Agency

### Allows You to Leverage the Power of the Crowd

A Zip.Agency member will reserve a specific zip code, associated with its business, paying a membership fee to have that zip code reserved. All zip codes in the United States will be reserved by members. Zip.Agency will utilize the membership fees to produce and place a high value commercial spot that is eye catching.



When viewers see the eye catching commercial spot, they will be prompted to visit a Zip.Agency site or call a specific phone number. At the site and phone number, they will be prompted to provide their zip code, which will transfer all communication directly to the member who has reserved that specific zip code.



### Benefits



Low Cost Marketing for an Entire Zip Code



Minimal Work for Members



National Advertising Event for Business Growth



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Association as the top Realtor for a specific zip code.