



Established in 1996

OVERVIEW: PrivateCommunities.com is the leading consumer resource for information about master-planned communities. This portal site was first to market and generates real estate leads specifically for master-planned communities and directs high-quality traffic to community web sites.

Below is a checklist that will help you to compare and evaluate this online media buy.

Compare these Benefits....

PrivateCommunities.com

In Business Since

1996

[High Google Rank](#)

6 out of 10

[Demographics](#) of Site Visitors

Nation's wealthiest 5%,
45 to 64 years, married
(Source: Nielsen Claritas)

[Industry Relevant dot.com Domains](#)

(Each Domain Points to PrivateCommunities.com)

GolfCommunities.com
PlannedCommunities.com
ResortCommunities.com
GatedCommunities.com

Online Media Kit link with details:

<http://mediakit.privatecommunities.com/index.htm>

Compare these Features...

PrivateCommunities.com

[Feature Page](#) (Search Engine Optimized)

included

Quick Tour Photo Gallery (10 images) on Feature Page

included

[One Home Listing](#) w. video/floor plan links, photos, text

included

[Discovery Package](#) w. photo & text

included

[Banner Ad](#) Rotating on Home Page

included

PR Coverage in "[News Briefs](#)" & "[What's New](#)"

included

Full Production

included

Updates/Changes/Revisions throughout service term

included

Professional SEO Writer for your Feature Page

included

[Nielsen Claritas Research](#) data appended to sales leads

included

[Online Activity Reports](#)

included

[Image Gallery](#) for the Press (hi-res photos stored)

included

[Consumer Resources](#) *(offset fee by charging*

included

local vendors)

Other Considerations....

- **Does PrivateCommunities.com include only paying advertisers on the site?**
YES, only paying advertisers are showcased on PrivateCommunities.com. Some sites keep non-paying communities online without contact info or links in order to maintain content on their site to attract the search engines. PrivateCommunities.com does not engage in this practice.
- **Are sales leads generated for your community only sent to your community?**
YES. Sales leads generated to your community are never recycled and sent to other communities.
- **Is additional information provided about my lead other than basic contact information?**
YES, PrivateCommunities.com pays Nielsen Claritas a licensing fee to provide “lead intelligence” about your sales leads. The research data includes level of affluence, education and life stage (young, mid, mature). To our knowledge, no other service provides this information.
- **Customer Support – does a real person answer the phone? Does the company have staff to service my account?**
YES, customer service is paramount. You have a smart & experienced team working for you. The team works at rapid-pace ‘Internet time.’
- **Are reports provided to track my media buy?**
YES, through a comprehensive Activity Report emailed monthly and via password access online at any time.
- **Is the site focused on master-planned communities or individual property listings?**
The focus is on master-planned communities with property listings as a subset within the communities. PrivateCommunities.com is community focused.

Industry Newswire for Journalists/Editors

PrivateCommunitiesNewswire.com

Editor: Kyle Reinson, Professor of
Communication & Journalism at St. John’s
Fisher College, Rochester, NY

Professional Affiliations

Urban Land Institute
National Association of Real Estate Editors
National Golf Foundation

Corporate Address

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Miscellaneous:

- Nielsen Claritas Demographic Overview (next page) – view compiled demographic segmentation data of individuals who requested information from community Feature Pages
- [Client Communities](#) – view all communities showcased on PrivateCommunities.com

PrivateCommunities.com

A DIVISION OF PRIVATE COMMUNITIES REGISTRY, INC.

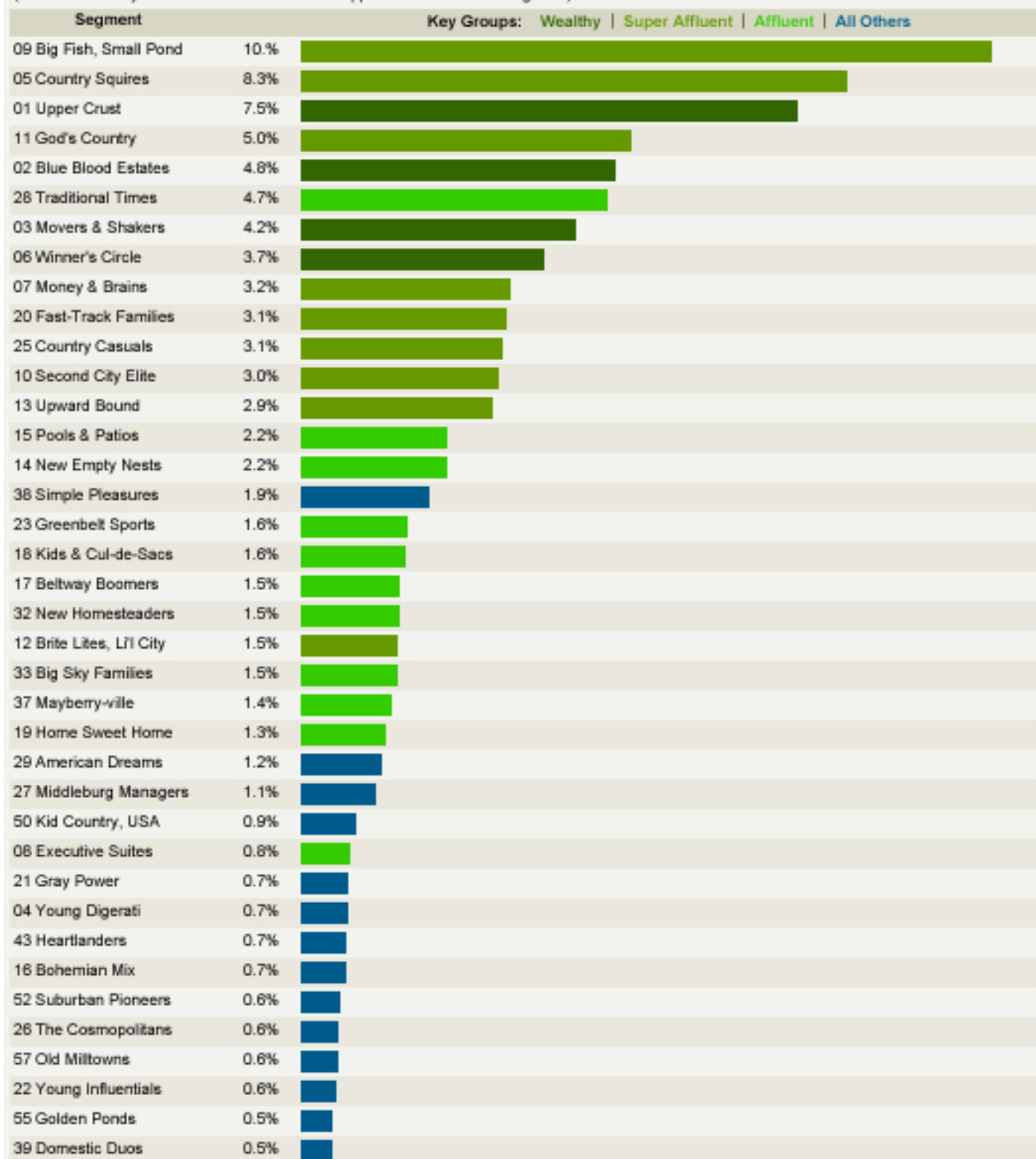
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Date Range: 01/01/2009 to 12/15/2009

Append Rate: 91% of leads appended with Nielsen Claritas PRIZM Segment

(Below Chart only shows Sales Leads that are appended with PRIZM Segment)



42 Red, White & Blues	0.5%	
30 Suburban Sprawl	0.5%	
41 Sunset City Blues	0.5%	
24 Up-and-Comers	0.4%	
58 Back Country Folks	0.4%	
31 Urban Achievers	0.4%	
61 City Roots	0.4%	
45 Blue Highways	0.4%	
56 Crossroads Villagers	0.4%	
51 Shotguns & Pickups	0.3%	
49 American Classics	0.3%	
36 Blue-Chip Blues	0.3%	
34 White Picket Fences	0.3%	
48 Young & Rustic	0.3%	
40 Close-In Couples	0.2%	
64 Bedrock America	0.2%	
60 Park Bench Seniors	0.2%	
35 Boomtown Singles	0.2%	
53 Mobility Blues	0.2%	
63 Family Thrifts	0.2%	
46 Old Glories	0.2%	
47 City Startups	0.2%	
59 Urban Elders	0.2%	
44 New Beginnings	0.1%	
54 Multi-Culti Mosaic	0.1%	
66 Low-Rise Living	0.1%	
62 Hometown Retired	0.1%	
65 Big City Blues	0.0%	

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