

THE COUNTRY'S MOST EXQUISITE
HISTORICAL HOMES FOR SALE.

20
19

CIRCA



A B O U T C I R C A

CIRCA is an online, curated historic house marketplace showcasing the most beautiful old houses for sale in the United States and Canada.



FOUNDED IN 2013 AND NOW AVERAGING 2 MILLION MONTHLY PAGE VIEWS, CIRCA'S CORE MISSION IS TO CONNECT REAL ESTATE AGENTS AND HOMEOWNERS SELLING OLD HOUSES TO PEOPLE SPECIFICALLY LOOKING TO BUY A PROPERTY WITH HISTORY AND CHARACTER. FROM FIXER-UPPERS TO LUXURY ESTATES, COLONIAL ARCHITECTURE TO MID-CENTURY MASTERPIECES, OUR AUDIENCE TRUSTS OUR EXPERTISE IN SHOWCASING ONLY THE THE MOST VISUALLY-STUNNING HISTORICAL HOMES CURRENTLY ON THE MARKET.

THE

GOODS

2 million
monthly page views

44k
newsletter subscribers

350k+
combined social media followers



A S S E E N I N . . .

CountryLiving



Money

realtor.com®



Good
Housekeeping

"Circa, you are the reason I play the lottery. Stop it already! #madlyInLove"

- One of our many, happily-addicted social followers.



Elizabeth and CIRCA have been profiled in Money Magazine, Country Living Magazine, Today.com, Apartment Therapy, Cosmopolitan Magazine, Realtor.com + Good Housekeeping, among others.

Elizabeth is a social media influencer and the founder of CIRCA, as well as a professionally-trained writer , designer and architectural historian. As one-half of the brains behind New York City digital design agency Color + Information, she is uniquely poised to use new media to present historical homes to a targeted market of people specifically interested in buying a home with character. Born and raised in an 1850s Greek Revival home that was lovingly restored by her parents, Elizabeth's love for crown molding and decorative ironwork runs in her gene pool.

ELIZABETH
FINKELSTEIN

PAST PARTNERSHIPS



LONG & FOSTER®
— REAL ESTATE —

Sotheby's
INTERNATIONAL REALTY



DREAM BIG.

SPONSORED POSTS

INSTAGRAM TV

PRODUCT REVIEWS

GIVEAWAYS

INSTAGRAM STORIES

SOCIAL MEDIA PROMOS

STRATEGIC AD PLACEMENT

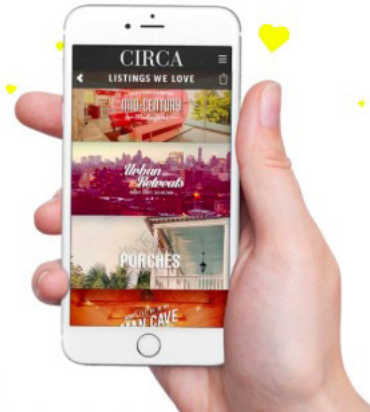
YOUTUBE HOME TOURS

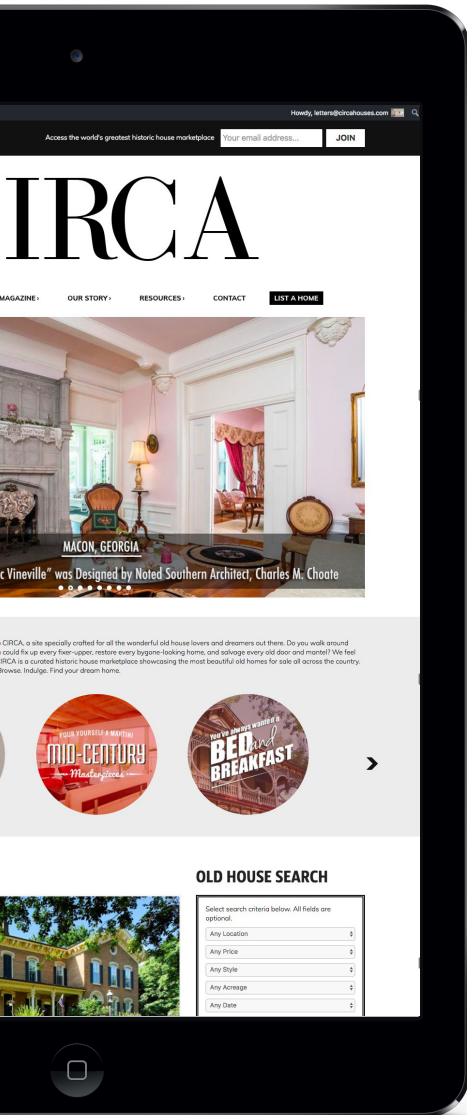
PRODUCT PLACEMENT

DYNAMIC WEB, MOBILE + APP EXPERIENCE



#OLDHOUSEOBSESSED





REAL ESTATE LISTING

\$45 | All listings appear in our general property search on our website and iPhone App. Listings are also promoted to our social media followers and in our weekly e-newsletter, sent to 44k+ subscribers.

HOMEPAGE BANNER

\$150 | We will promote your property in the biggest, splashiest way possible: Right smack dab at the top of our homepage! With this option, your listing is guaranteed to be the first rotating banner image for 1 week.

EDITOR'S PICK

\$50 | Your property and phone number will run for one month amongst "Editor's Pick" rotating banners on the sidebar. We guarantee this banner will see 100K page views.

FEATURED HOUSE

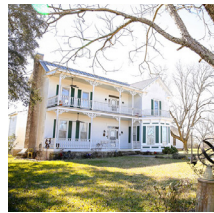
\$45 | At the bottom of each CIRCA page are a handful of "Featured Property" spots. These ad spots receive over 500K page views a month. We'll place your listing in one of these coveted spots for a total of two weeks.





77.5k+
followers

@CIRCAHOUSES



@circahouses | Our primary Instagram feed spotlights our most photogenic homes for sale, including location, price and a link back to the listing site. We tag all related agents + homeowners directly in each post.

INSTAGRAM STORIES \$35 | PHOTOS + CAPTIONS ONLY. We'll make your listing INSTAfamous by creating a multi-photo story about your listing, tagging you directly in the story and linking directly back to the listing site.

INSTAGRAM STORIES / TV \$250 | PHOTOS + NARRATION. We'll provide a 1-2 minute overview of the house with Elizabeth as the host discussing all the wonderful features of the listing. Will be displayed as a voiceover on photos. Sent as digital files to be featured on both @circahouses and on the Instagram channels of choice for agent. Shot on iPhone.

INSTAGRAM STORIES / TV \$350 | ON-SITE HOUSE TOUR. Southern NY, NJ + CT homes only OR expenses paid travel opportunities. We'll provide a 1-2 minute house tour shot live on site with Elizabeth as the host. Can be sent as digital files to be featured on both @circahouses and on Instagram channels of choice for agent. Shot on iPhone.

INSTAGRAMS MENTIONS / TAGS PRICED ON REQUEST | We work with agents, homeowners and sellers of products related to historical homes to include mentions of people and products in relevant posts. These include, but are not limited to, mentions of realtors specializing in the sale of historical homes, vendors/contractors, restoration and home decor-related products, etc.

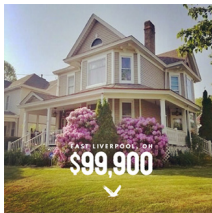
INSTAGRAM

@CIRCAHOUSES



205k+
followers

@CHEAPOLDHOUSES



@cheapoldhouses | A feed crafted specifically for people looking to buy a fixer-upper. We spotlight homes with “good bones” for sale for under 100k as well as more expensive fixers under the tag “Save This House.”

INSTAGRAM STORIES \$35 | PHOTOS + CAPTIONS ONLY. We’ll make your listing INSTAfamous by creating a multi-photo story about your listing, tagging you directly in the story and linking directly back to the listing site.

INSTAGRAM STORIES / TV \$250 | PHOTOS + NARRATION. We’ll provide a 1-2 minute overview of the house with Elizabeth as the host discussing all the wonderful features of the listing. Will be displayed as a voiceover on photos. Sent as digital files to be featured on both @cheapoldhouses and on the Instagram channels of choice for agent. Shot on iPhone.

INSTAGRAM STORIES / TV \$350 | ON-SITE HOUSE TOUR. Southern NY, NJ + CT homes only OR expenses paid travel opportunities. We’ll provide a 1-2 minute house tour shot live on site with Elizabeth as the host. Can be sent as digital files to be featured on both @cheapoldhouses and on Instagram channels of choice for agent. Shot on iPhone.

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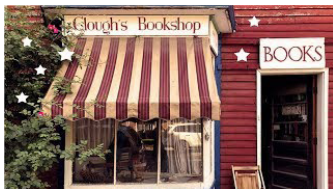
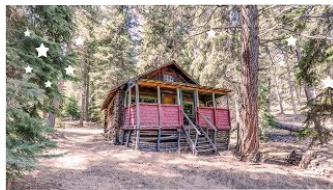
INSTAGRAM

@CHEAPOLDHOUSES



20k+
subscribers

@CIRCAHOUSES



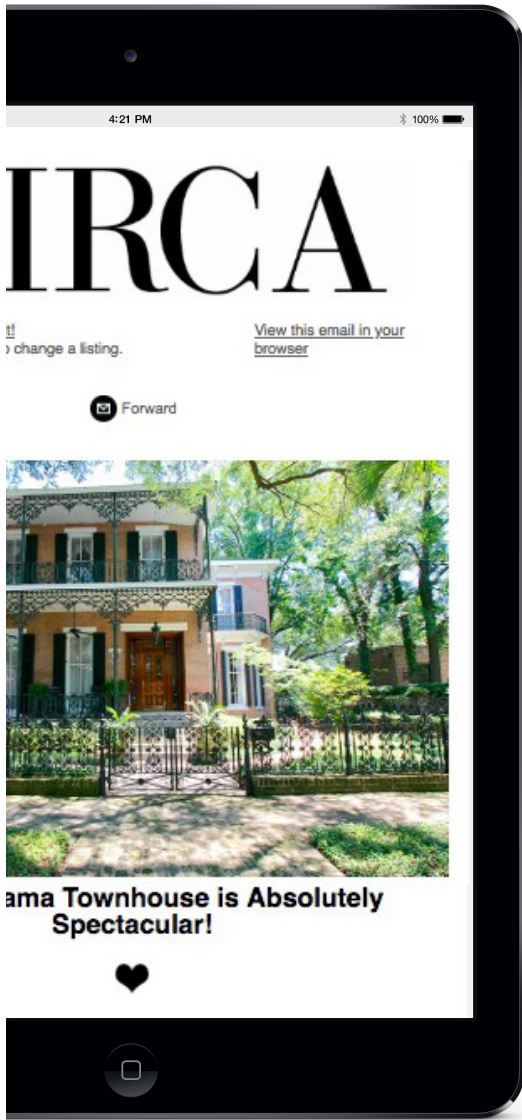
@circahouses | CIRCA's YouTube channel provides a dynamic outlet for showcasing/gushing over our most picturesque properties. As the only website of our kind with an in-house video team, we have the ability to shoot + edit a range of promotional videos and to embed our YouTube videos directly into listings on CIRCA's website. Our YouTube channel features an average of 5 videos/month.

PHOTO PROPERTY TOUR \$350 | PHOTOS + NARRATION. We'll provide a 1-2 minute overview of the house with Elizabeth as the host discussing all the wonderful features of the listing. Will be displayed as Elizabeth making an introduction and then her voiceover on photos. Video will be shown on CIRCA's YouTube channel and sent as a digital file to be featured on the real estate listing and/or agents social channel of choice. Professionally filmed and edited.

VIDEO HOUSE TOUR \$1200 | ON-SITE HOUSE TOUR. Southern NY, NJ + CT homes only OR expenses paid travel opportunities. We'll produce a 2-4 minute overview and walkthrough of the house, co-hosted by Elizabeth and an agent of your choice and Elizabeth. Video will be shown on CIRCA's YouTube channel and sent as a digital file to be featured on the real estate listing and/or agents social channel of choice. Videographer and equipment for shooting included in cost.

@CIRCAHOUSES

YOUTUBE



e-newsletter | Even in today's social world, email marketing continues to be one of the most effective means of directly targeting potential clients. Our mailing list contains over 44k subscribers who are specifically looking to purchase an old house. Because we know our audience so well, and because we consistently deliver exactly the kind of content they hope for, we proudly boast a higher-than-average open rate of 30%.

FEATURED PLACEMENT IN OUR WEEKLY E-NEWSLETTER \$45 | We'll showcase your listing in one of the top featured spots in our weekly e-newsletter, linking directly to your listing on CIRCA.

SPECIAL NEWSLETTER CREATED JUST FOR YOU! \$300 | We'll send a one-time, handcrafted newsletter spotlighting JUST your listing, waxing poetic about all of its fantastic features, and linking directly back to the listing site. If you have a specific script in mind, we'll work with you to include any pertinent information you'd like our readers to know.

LET'S SELL HOUSES.

CIRCA

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