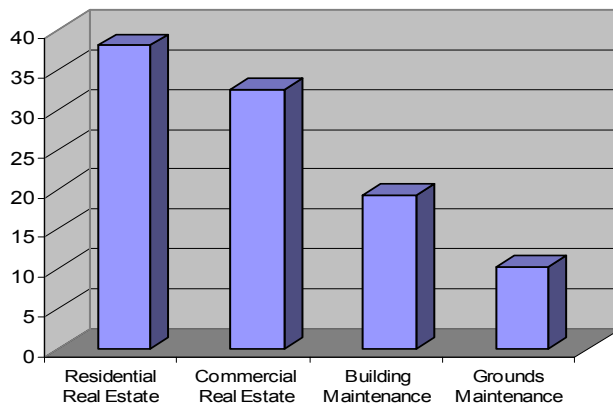
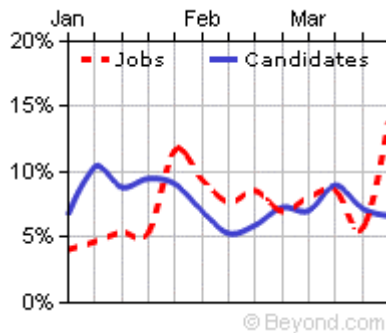


## Top Candidate Sectors – Percentage of Industry Real Estate & Building Maintenance



## Real Estate & Building Maintenance Employment Trends (Percentage of Network – January 2007 to March 2007)



## Real Estate & Building Maintenance Employment Forecast (Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2006-2007)

- Some growth in employment of real estate agents and brokers is expected through 2014, as demand for properties increases due to population growth and perception that real estate is a good investment.
- For those with experience in maintenance or related fields job opportunities should be favorable. Many job openings are expected to result from the retirement of many experienced maintenance workers over the next decade.

## You can effectively reach this market. Here is how we can help.

The Beyond.com Network is comprised of more than 15,000 general, local and niche-industry web sites that together have the power to reach more than **25 million business professional contacts** through its network community, with thousands of new members added each day. A complete listing of the Beyond.com Network sites can be found at: [www.Beyond.com/Network](http://www.Beyond.com/Network).

The Real Estate & Building Maintenance Delivery Channel captures and delivers information tailored to meet the individual needs and goals of the real estate professional and corporate organization. In addition to searching for a new job, candidate, or industry-related resource materials, Beyond.com can help create a customized recruitment, marketing or advertising campaign that will effectively reach your company's targeted audience.

Branding and advertising opportunities include:

- Job Posting Packages
- E-Mail Marketing and Sponsorships
- Corporate Branding
- Corporate Spotlights
- Alerts and Keyword Purchases

### Network Statistics

Monthly Visitors	>3 million
Page Views	20 million
<b>Real Estate &amp; Building Maintenance Statistics</b>	
Active Resumes	66K
Jobs Posted	3K
Channel Sites	16
Contacts	743K

### Top 10 Candidate Positions (%)

1. Property Site Manager (26.91)
2. Residential Real Estate Sales Agent (19.03)
3. Commercial Real Estate Sales Agent (14.39)
4. Grounds Maintenance Worker (9.98)
5. Residential Appraiser (6.50)
6. Janitor or Cleaner (5.80)
7. Commercial Appraiser (3.94)
8. Security (3.48)
9. Housekeeper (3.02)
10. Landscaper (2.32)

### Top 5 Cities with Open Positions

1. Dallas, TX
2. Atlanta, GA
3. Austin, TX
4. New York, NY
5. Houston, TX

# Real Estate & Building Maintenance 1QT07 Industry Outlook

## The Beyond.com Network

By using the power of the Beyond.com Network, your company can be as broad or as specific as necessary in its search to target the critical audience to maximize the value of your recruiting, marketing or advertising campaign. You can target national, regional, state, city, specialty or industry-specific areas. Located below are a few listings of top states, keyword searches and web sites that should be considered:

Top 10 States for Candidate Registrations (%)
1. California (17.36)
2. Texas (8.66)
3. Florida (7.61)
4. New York (7.44)
5. Illinois (7.14)
6. Pennsylvania (5.98)
7. Georgia (5.10)
8. New Jersey (3.84)
9. Colorado (3.40)
10. Michigan (2.99)

### Top Real Estate & Building Maintenance Key Words Searched by Candidates:

Housekeeper, Analyst, Maintenance, Maid, Janitor, Property Manager, Electrician, Appraiser, Pesticide Handler and Tree Trimmer

### City Sites

PhillyJobs.com	ManhattanJobs.com	SeattleJobs.com
BaltimoreJobsite.com	PittsburghJobs.com	PhoenixJobs.com
BostonJobsite.com	AlbanyJobsite.com	ChicagoJob.net

### Industry Sites

AssistantController.com	PropertyManagerJobsite.com	ElectricianJobsite.com
JanitorCleaner.com	CommericalRealEstateSalesAgent.com	RealEstateJobsite.com

## Key Real Estate & Building Maintenance Demographics

In addition to the extensive reach of the Beyond.com Network, it is also important to understand key demographics for the Real Estate and Building Maintenance Delivery Channel such as years of experience, educational background, length of job search and candidate personality traits. As you can see, 45.62% of our network candidates have a 2 year college degree or higher, 43.83% have 10 or more years experience and more than 55.32% of candidates have chosen the Beyond.com Network within the first 2 weeks of their job search. This translates into a significant opportunity for your company to tap into a highly-talented, knowledgeable and fresh candidate pool.

Experience Level	%
Less than 1 year	5.83
1-3 Years	14.29
3-5 Years	14.58
5-10 Years	21.47
10-15 Years	15.86
15-20 Years	12.79
21+ Years	15.18

Educational Background	%
Post Graduate Degree	6.63
4 Year College Degree	27.04
2 Year College Degree	11.95
Some College	29.11
High School Diploma	25.27

Length of Job Search	%
Just Started	43.19
2 Weeks	12.13
4 Weeks	9.73
6 Weeks	5.92
2 Months	7.56
3 Months	7.21
6 Months	5.26
9 Months	1.49
12 Months	1.04
Over 1 Year	6.48

**Channel Personality Type: ISTJ** (Introvert, Sensor, Thinker, Judger). ISTJ traits include: cautious, conservative, and quiet; literal, realistic, and practical; careful and precise; logical, honest, and matter of fact; resistant to change and comfortable with routine; hard working and responsible. The most important thing to ISTJs is being of service, working hard, and being responsible.

## Start with Us...

**Beyond.com will help maximize your campaign today. Contact us now at [LPSales@Beyond.com](mailto:LPSales@Beyond.com) or by dialing 1-866-694-5627. Together we will help you Go Beyond!**