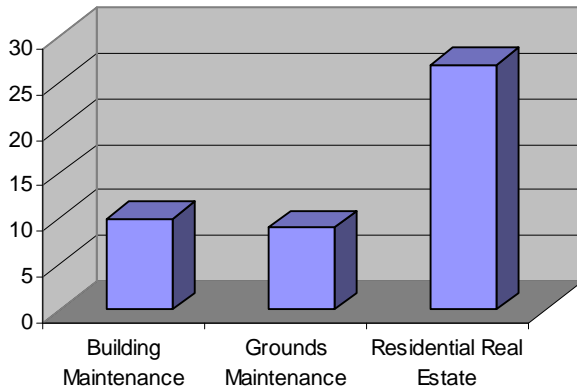
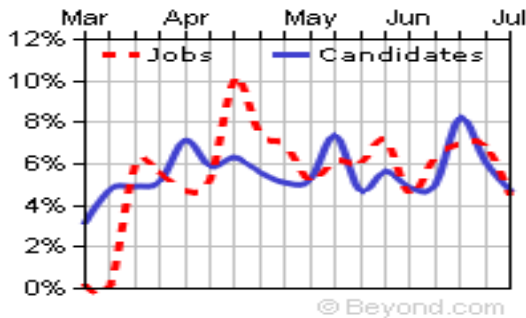


Top Sectors Real Estate & Building Maintenance



Real Estate & Building Maintenance Employment Trends (March 2005-July 2005)



Real Estate & Building Maintenance Employment Forecast (Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2004-2005)

- Some growth in employment of real estate agents and brokers is expected through 2012, as demand for properties increases due to population growth and the popular perception that real estate is a good investment.
- As the population ages and families become more pressed for time, employment for maintenance of residential properties will increase more than that for the overall industry.

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

The Beyond.com Network is comprised of more than 6,700 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.

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	15-20 million
Real Estate & Building Maintenance Statistics	
Resumes	29K
Job Postings	1K
Channel Sites	6
Contacts	743K

Top 10 Positions (%)
1. Residential Real Estate Sales Agent (24.06%)
2. Property Site Manager (23.69%)
3. Commercial Real Estate Sales Agent (15.21%)
4. Residential Appraiser (9.10%)
5. Grounds Maintenance Worker (6.61%)
6. Commercial Appraiser (5.99%)
7. Janitor or Cleaner (5.49%)
8. Security (2.74%)
9. Housekeeper (2.37%)
10. Landscaper (1.62%)

Top 5 Cities for Jobs
1. New York, NY
2. Los Angeles, CA
3. Chicago, IL
4. Fort Lauderdale, FL
5. San Francisco, CA

Real Estate & Building Maintenance 2QT05 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, key word searches and web sites that should be considered:

Top 10 States for Candidates
1. California (28.97%)
2. Texas (14.76%)
3. New York (10.72%)
4. Pennsylvania (9.07%)
5. Florida (8.91%)
6. Georgia (6.73%)
7. Illinois (6.32%)
8. New Jersey (6.23%)
9. Washington (4.22%)
10. Arizona (4.08%)

Real Estate & Building Maintenance Key Word Searches:

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, 44.74% of our network candidates have a 4 year college degree or higher, 42.74% have 10 or more years experience and over 54% 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	8.43%
1-3 Years	16.08%
3-5 Years	11.96%
5-10 Years	20.78%
10-15 Years	18.43%
15-20 Years	11.76%
21+ Years	12.55%

Educational Background	
Post Graduate Degree	7.87%
4 Year College Degree	36.87%
2 Year College Degree	11.76%
Some College	25.65%
High School Diploma	17.86%

Length of Job Search	
Just Started	40.24%
2 Weeks	14.29%
4 Weeks	8.25%
6 Weeks	3.02%
2 Months	4.83%
3 Months	14.08%
6 Months	4.43%
9 Months	1.21%
12 Months	1.01%
Over 1 Year	8.65%

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 or by dialing 1-866-694-5627. Together we will help you Go Beyond!