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RealConnex Case Study (Funding Announcement)

Rosebud Communications' strategic planning and media outreach had resulted in a total of **14 news stories** about RealConnex's $3.5 million funding announcement. The coverage ranged across a variety of leading media properties, from mainstream tech media and real estate trade publications to local business news organizations. The media stories published to date have followed the messaging laid out by Rosebud and RealConnex's executive team, highlighting the company's unique place as the first networking and deal-making platform for CRE professionals.

Below is a breakdown of the coverage details:

FEATURE STORIES

Story link

Headline:
"RealConnex, a platform connecting real estate pros with projects and each other, raises $3.5 million"
3/9/17

- TechCrunch wrote a full feature story on RealConnex's 3.5M strategic funding round.
- The story clearly articulates how RealConnex solves a significant problem faced by the real estate community: "RealConnex was later born out of his [Roy Abrams'] struggle to efficiently find people he wanted to work with on real estate projects, including developers and lenders."
- TechCrunch, with 8,059,154 monthly unique visitors, is the No.1 technology and startup publication in the U.S. and is recognized around the globe.

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- The story was showcased on TechCrunch's home page and shared via TechCrunch's Twitter handle (8,600,000 followers).

The Miami Herald

Story link

Headline:

"Miami real estate-tech startup raises $3.5 million in funding"

3/10/17

- Nancy Dahlberg, entrepreneurship writer and editor at the Miami Herald, wrote a full feature story about RealConnex's funding announcement and the company's significant growth trajectory as the real estate industry's first networking and deal-making platform.
- The story depicts RealConnex as a clear leader in the real estate technology space, as well as a leading startup in the Miami region, one of the largest and hottest real estate markets in the U.S.
- The Miami Herald is one of the most visited major metropolitan news sites in the U.S., with 18,700,000 monthly unique users.

THE COMMERCIAL OBSERVER

Story link

Headline:

"CRE Tech Startup for Funding, RealConnex, Brings in More Money for Itself"

3/9/17

- Commercial Observer reporter Rey Mashayekhi wrote a in-depth feature on RealConnex and its funding round.
- The story not only included lengthy quotations from RealConnex's CEO but also dove into great detail about the platform's ability to fund significant deals.

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- Given that the Commercial Observer is New York's authority on commercial real estate leasing, financing, deals and culture, this story will build considerable awareness and credibility for RealConnex among NYC's real estate community.

BISNOW
(ALMOST) NEVER BORING

Story link

Headline:

"Deal-Facilitating Platform RealConnex Raises $3.5m"

3/9/17

- Ryan Starr, commercial real estate reporter at BISNOW, wrote a full feature story on RealConnex's funding announcement.
- Given that BISNOW is a leading commercial real estate news publication, with 2,180,000 million subscribers, this feature story will significantly help RealConnex build awareness and attract new users from its huge community of CRE professionals.

cre.tech

Story link

Headline:

"Real Estate Networking and Deal Platform RealConnex Raises $3.5 Million"

3/10/17

- Cre.tech, an online publication dedicated to technology innovations in commercial real estate, published a thoughtful feature story on RealConnex and its $3.5 million funding.
- The story includes information about RealConnex's core offerings and also highlights several technology tools employed by the RealConnex platform, such as CRM and artificial intelligence.

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Bankless Times

Story link

Headline:

"RealConnex attracts $3.5M investment"

3/10/17

- Bankless Times, a publication focused on the rapidly growing alternative finance market, published a feature story about RealConnex's announcement.

Realty Biz News

Story link

Headline:

"Real Estate Networking and Deal Platform RealConnex Secures $3.5M Strategic Investment"

3/12/17

- Realty Biz News, the premier information resource for real estate news, real estate investing and real estate technology, published a feature story about the announcement.

FINSMES

Story link

Headline:

"RealConnex Closes $3.5M Strategic Financing Round"

3/9/17

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- FINSMES, a leading daily news source on venture capital/private equity and debt financing deals, published a full feature story about RealConnex's $3.5 million funding round.

OTHER NEWS STORIES

In addition to the eight feature stories outlined above, Rosebud also secured coverage in the following publications that featured or mentioned RealConnex's funding announcement.

FORTUNE

Story link

"Akeneo, a French provider of of open-source product information management software, raised $13 million in funding from Partech Ventures and Alven Capital."

[INSIDE VENTURE CAPITAL]

Story link

"RealConnex (New York, NY), B2B platform for real estate developers to access capital sources: $3.5M led by Silver Portal Capital."

STRICTLY VC

Story link

"RealConnex, a four-year-old, Miami and New York-based platform connecting real estate professionals to capital, investments, and services, has raised $3.5 million in strategic funding led by Silver Portal Capital, a San Diego-based real estate investment and merchant banking

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firm. The company has now raised $10.2 million altogether."