



OPINION LEADER // BUSINESS INFLUENCER // MARKET EXPERT

2500 

AVERAGE LISTENERS

1750 

INTERVIEWED GUESTS

500 

EPISODES AIRED

## INFORMATION THAT MAKES OUR LISTENERS' LIVES BETTER - TODAY

### REGULAR SEGMENTS INCLUDE:

- REAL ESTATE -BOTH COMMERCIAL AND RESIDENTIAL
- HEALTH AND WELLNESS
- LAW, ACCOUNTING AND OTHER BUSINESS SERVICES
- BRANDING, MARKETING AND ADVERTISING
- SOCIAL MEDIA AND CORPORATE COMMUNICATIONS
- FINANCE/ECONOMIC TRENDS
- PHILANTHROPY
- FAMILY OFFICE
- SPORTS AND ENTERTAINMENT
- WEALTH MANAGEMENT
- PERSONAL DEVELOPMENT
- MINDFULNESS
- EDUCATION
- TECHNOLOGY
- ENTREPRENEURSHIP
- AUTOMOBILE TRENDS



THE SHOW IS A DESTINATION FOR SOUTH FLORIDA'S WHO'S WHO AND BUSINESS COMMUNITY



## ABOUT JIM FRIED:

JIM FRIED HAS BEEN A REAL ESTATE BUSINESS PERSON SINCE 1980 AND HAS HAD HIS OWN RADIO SHOW SINCE 2009, WHICH BECAME A PODCAST IN 2020.

HE SPECIALIZES IN CAPITALIZING COMMERCIAL REAL ESTATE TRANSACTIONS, UNEARTHING URBAN LAND OPPORTUNITIES AND IS ALSO A PRIVATE LENDER.

JIM USES HIS COMMUNICATION SKILLS TO INFORM AND ENTERTAIN ON HIS PODCASTS – FRIED ON BUSINESS & FRIED ON WEED – RECORDED EACH WEEK.

THE SHOW DISCUSSES REAL ESTATE, BUT HE ALSO TACKLES IMPORTANT ISSUES SUCH AS BRANDING, SPORTS BUSINESS, PHILANTHROPY, ENTREPRENEURSHIP, PUBLIC PRIVATE PARTNERSHIPS AS WELL AS HEALTH AND WELLNESS.

HE IS A MENTOR TO MANY UP AND COMING PEOPLE IN THE REAL ESTATE INDUSTRY THROUGH HIS MEMBERSHIP ON THE BOARD OF THE UNIVERSITY OF FLORIDA'S BERGSTROM CENTER FOR REAL ESTATE STUDIES.



## SOUTH FLORIDAS LONGEST RUNNING TALK SHOW TURNED PODCAST



### AUDIENCE

MADE UP OF MOSTLY HIGH INCOME PROFESSIONALS AND THOUGHT LEADERS FROM AROUND THE USA AND ACROSS THE SOUTH FLORIDA REGION.



### PLATFORMS

MESSAGE BROADCAST TO THOUSANDS OF LISTENERS ACROSS OUR PLATFORMS

- PODCAST
- FACEBOOK LIVE
- INTERNET & SOCIAL MEDIA
- IPHONES AND ANDROID
- FRIED ON BUSINESS APP
- FRIED WEBSITE & BLOGS
- AUDIO & VIDEO RECORDINGS



### MARKETING

YOUR APPEARANCE WILL BE SENT VIA EBLAST TO ALL OUR DATABASE - ALMOST 7,000 OF THE TOP THOUGHT LEADERS

GUESTS PROMOTED ON TWITTER, FACEBOOK, INSTAGRAM AND LINKEDIN TO OUR THOUSANDS OF FANS AND FOLLOWERS



### TARGETING

GET YOUR MESSAGE OUT IN A TARGETED, CONTROLLED WAY TO HIGH NET WORTH "SUPER-BOOMERS", DECISION MAKERS AND THOUGHT LEADERS.

## ABOUT THE SHOW



- IS DESIGNED TO BE ALL ABOUT THE LISTENER AND THE GUEST- WE PROVIDE INFORMATION THE LISTENER CAN USE THAT DAY TO MAKE THEIR LIFE BETTER! WE PRESENT THE GUEST AS A "STAR" IN THEIR FIELD.
- TARGETS BUSINESSES AND CONSUMERS WITH CREDIBLE CONTENT IN AN ENTERTAINING AND INFORMATIVE WAY. IT IS A GREAT SOURCE OF SPONSORED CONTENT TO HELP YOU BUILD YOUR BRAND.
- PODCAST SEGMENTS CAN BE REUSED IN FUTURE MARKETING CAMPAIGNS
- PRESENTS QUALITY INFORMATION THAT APPEALS TO YOUR CUSTOMERS
- HELPS YOU MANAGE YOUR MESSAGE AND TARGET YOUR AUDIENCE
- IS A COST-EFFECTIVE BUSINESS TO BUSINESS MARKETING APPROACH
- BUILDS INSTANT CREDIBILITY FOR ITS GUESTS. THEY BECOME INSTANT 'EXPERTS'

## OUR TEAM



**JIM FRIED – ON AIR TALENT –** WITH MORE THAN 25 YEARS OF EXECUTIVE BUSINESS EXPERIENCE AND SEVERAL HUNDRED SHOWS “IN THE CAN.” JIM ALSO HAS THE PROFESSIONAL CONTACTS AND RADIO EXPERTISE TO GET YOUR MESSAGE POSITIONED CORRECTLY, PRESENTED EFFECTIVELY, AND MARKETED TO YOUR AUDIENCE.



**REAGAN MENDOZA - PRODUCER -** AS AN ACCOMPLISHED, MULTI-DISCIPLINED PRODUCER, AUDIO ENGINEER AND ON-AIR TALENT, REAGAN HAS EXTENSIVE EXPERIENCE IN BROADCAST PRODUCTION AND MEDIA ARTS. WHETHER CREATING PROGRAMS, OVERSEEING PROJECTS OR APPLYING SPECIFIC SKILL SETS TO PREVIOUSLY CREATED PROJECTS, REAGAN TAKES GREAT PRIDE IN HIS WORK.

## REMOTE BROADCASTS, EVENTS, COMMUNITY, & NETWORKING



EVENTS

FRIED ON BUSINESS CAN BE AN INTEGRAL PART OF YOUR SPECIAL EVENTS. GREAT FOR FOR-PROFIT AND NOT-FOR-PROFITS ALIKE.



APPEARANCES

JIM HAS BEEN A PANELIST OR DISCUSSION LEADER FOR MANY ORGANIZATIONS AND GROUPS.



COMMUNITY

WE TEAM UP WITH OUR SPONSORS TO CREATE CHARITABLE EVENTS. JOIN US IN MAKING OUR COMMUNITY A BETTER PLACE!



NETWORKING

WE CREATE NETWORKING EVENTS FOR OUR CLIENTS. OUR PLATFORM IS A GREAT OPTION TO NETWORK FOR YOUR BUSINESS

## SPONSORS



Information Management Network



**Warren Henry**

