



• **Curbside**

• IN THE TEXAS TRIANGLE

Modern advertising for the CRE sector

Strategy meeting · August 26, 2026

TODAY

Is your advertising
keeping pace with the
attention economy?



The problem

Traditional agencies bill the same whether you can see the return or not.

Clicks or views are good, but do they lead to sales? It can feel like a black box that starts at \$100k.

Advertising struggles to keep
pace with the attention economy.



As the attention economy grows stronger, advertising platforms are able to charge more.

Yet the space they sell is converting less than ever outside specific sectors.

It is exceptionally rare to get to be first.

Think: TikTokers in 2020, jazz musicians in 1920, payment processors in 2006.



Being first yields return on investment never offered to those who enter a marketplace later.



Right now, LLM integrations are what is first.

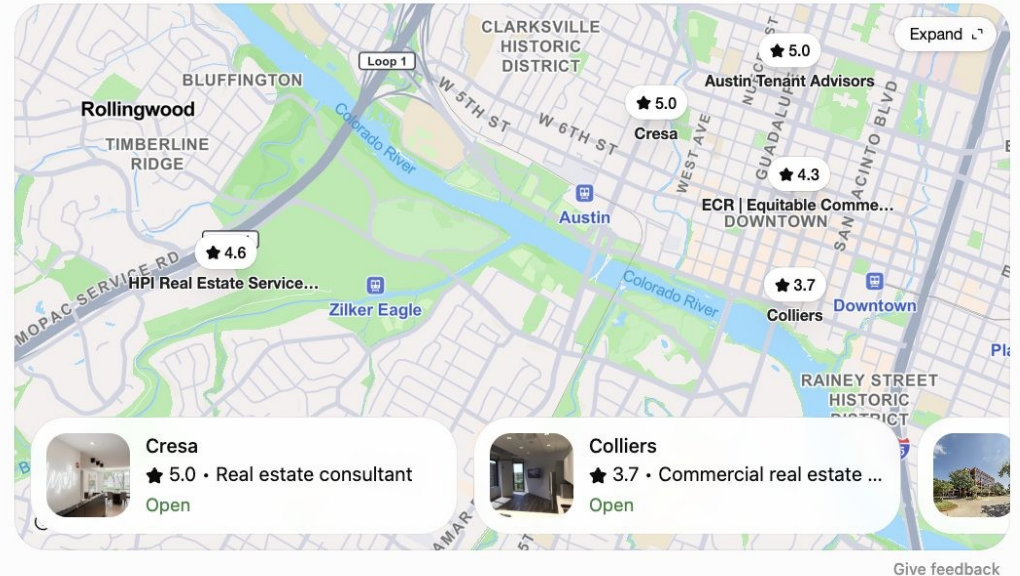


Be first.

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“We’re opening up a branch in Austin. We want lots of light, 10–20,000 square feet, and central location. Who should we call?”

We get you in the top 3, for the lowest ad spend possible.



Yes. For 10,000–20,000 SF, lots of natural light, and a central Austin location, I'd use a **tenant-rep broker**, not call landlords directly. They can quietly canvass the market, including subleases and spaces that aren't obvious on listing sites.

My first calls

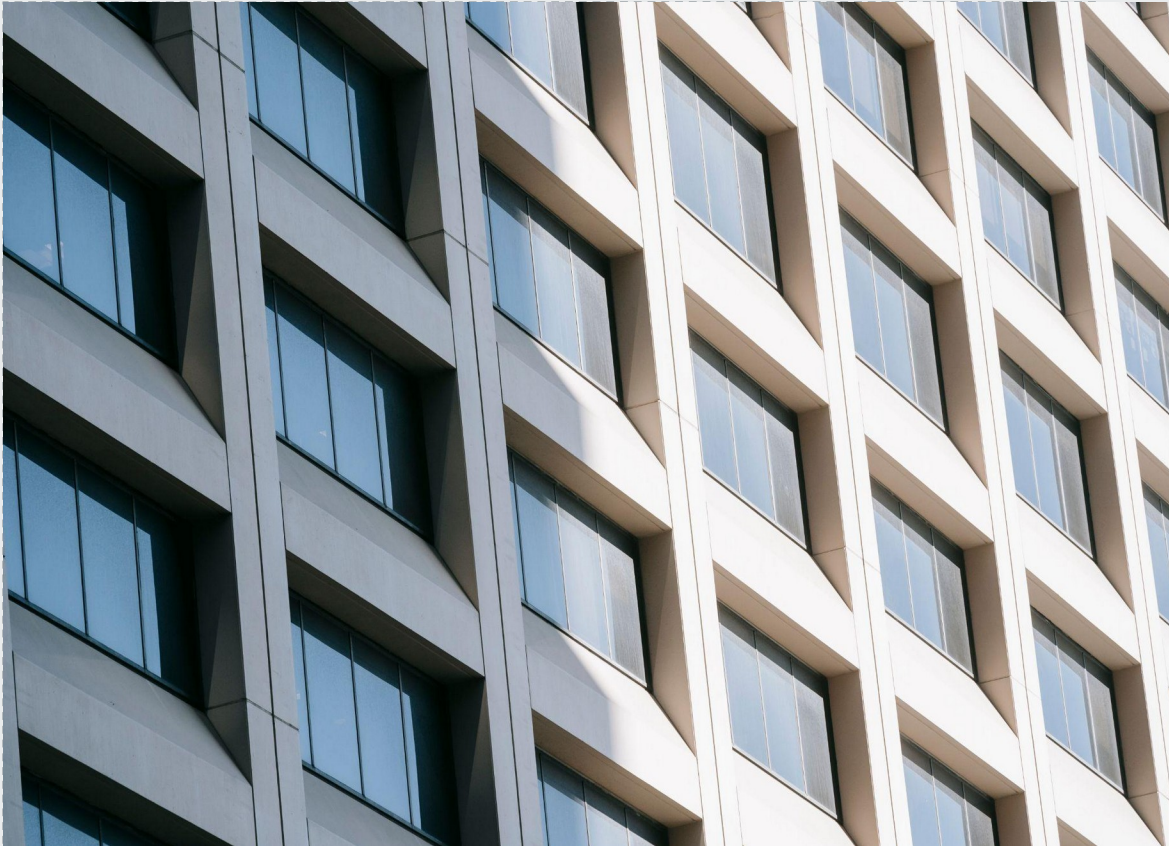
1. **Cresa — 512-298-1797**

My first choice. Cresa is specifically occupier/tenant-focused, so their incentives are aligned with you rather than a landlord. They can run a structured search and negotiate the lease.

2. **Colliers — 512-539-3000**

Good choice if you want a larger platform and deep knowledge of the downtown/Central Austin office market. Their Doug Rauls team has handled hundreds of Austin transactions and currently represents a very large office portfolio.  Colliers +1

Three steps. Up and running in days.



01

You start the campaign

Pick a budget. Tell us your market. We identify your target customer, and what they're asking.

02

We reverse engineer and test the prompts

Three reverse prompts, each a mini campaign. We compare their performance in a mini-split.

03

Campaign at scale.

We compare the ROAS side by side and reinvest in the proven campaign at scale.

Spend needs strategy.

The console is open to everyone. But you still need to run and target those ads. We're originally a data company, built to do that targeting at an accurate level for you.

01

Targeting

We map what your customers actually ask (phrasings, geographies, intent) before a dollar is spent. We know the questions before we buy the answers.

02

Testing

Three reverse prompts, compared in a mini-split. There's no playbook for this platform yet. We're the ones writing it, daily.

03

Telling

Clicks tied to deals, ROAS side by side, reports you can read in a minute. A console shows you spend. We show you return.



2 to 5x cheaper than Facebook or Google ads.

We buy placement inside LLM answers at **\$3 to \$5 a click** for a scaled campaign. Facebook and Google charge **\$8 to \$25+ a click**. Same money. Higher-intent clicks.

THE OLD WAY		THE NEW WAY	
\$10,000 on Google Ads		\$10,000 through Curbside	
CLICKS	400–1,250	CLICKS	2,000–3,300
COST FOR EACH CLICK	\$8–\$25+	COST FOR EACH CLICK	\$3–\$5
THE CUSTOMER	Scrolling past	THE CUSTOMER	Already asking

Same money. Up to 5x the clicks — from customers already asking. This isn't a small upgrade. It's a whole different game.

Packages & pricing. Scalable by clicks; min 3 month commitment.

01 · PILOT

Test the engine.

\$15K / CAMPAIGN

Built for firms that want proof before they go bigger.

ESTIMATED CLICKS

2,000–3,300

\$3–\$5 CPC · 30 DAYS

17% flat management · 3 test prompts ·
ROAS side by side

02 · GROWTH

Saturate your market.

\$20K / CAMPAIGN

The tier where the wave gets felt.
Enough volume to own the answers
clients see.

ESTIMATED CLICKS

3,000–5,000

\$3–\$5 CPC · 30 DAYS

17% flat management · 3 test prompts ·
ROAS side by side

03 · SCALE

Own the answers.

\$50K / CAMPAIGN

For firms that want to be the name every
asking customer hears first.

ESTIMATED CLICKS

10,000–16,600

\$3–\$5 CPC · 30 DAYS

17% flat management · 3 test prompts ·
ROAS side by side

04 · UNLIMITED

Spend as we scale.

\$100K+ / MONTH

For firms ready to spend at scale. We
refill as fast as the answers can carry it.

ESTIMATED CLICKS

20,000–33,300+

\$3–\$5 CPC · 30 DAYS

17% flat management · 3 test prompts ·
ROAS side by side

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