

# AD THE AMERICAN DREAM



AS SEEN ON



MIRANDA TATE, REALTOR + TV HOST



# INTRODUCTION

**Miranda Tate is not just a top realtor; she's the dynamic host of "Selling the Valley of the Sun," a captivating real estate and lifestyle show on the two-time Emmy-nominated and 12-time Telly award-winning American Dream TV. Handpicked to represent her market, Miranda's expertise and charisma shine as she showcases the vibrant communities, lifestyles, and cultures that make the Valley of the Sun so unique.**

## **Unmatched Marketing Power**

Looking to sell your home for top dollar? Miranda's innovative approach combines traditional real estate expertise with the power of television and media. Your property will be featured on major networks like HGTV and The Travel Channel, as well as all major streaming platforms, reaching millions of potential buyers. With over ten million views on social media alone, Miranda's marketing strategy is proven to deliver results.

## **Global Connections & Stellar Reputation**

Miranda's influence extends far beyond the Valley of the Sun. Her global connections and stellar reputation within the media and real estate industries ensure your property receives maximum exposure.

## **In this media guide, you'll discover:**

- The benefits of showcasing your neighborhood on a national stage
- Miranda's proven strategies for selling homes quickly and for top dollar
- How TV and media can elevate your business and benefit your neighborhood
- The impact of Miranda's show on real estate, businesses, events, and non-profits
- Miranda's expertise in harnessing global connections for optimal results

# ADTV

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The American Dream TV is a nationally recognized and EMMY-nominated show centered around real estate and lifestyle that inspires and uplifts communities across the country through positive media. A real show, not a reality show featuring the very best real estate professionals who serve as the authentic “VOICE” for their respective markets. The show attracts millions of viewers every month with a strong presence on major cable networks, digital platforms, and popular social media channels.

We empower real estate professionals with engaging content, innovative technology solutions, and a supportive community of industry trailblazers. Our comprehensive platform offers exclusive opportunities that generate high-quality business referrals, helping to elevate and advance real estate careers.

# ADTV

## TOP 5 BEST IN MARKETING AWARD



BY THE AMERICAN DREAM NETWORK



# RECOGNITION FOR INDUSTRY AWARDS

These prestigious organizations honor excellence in video and television across all screens and are judged by leaders from video platforms, television, streaming networks, and production companies.

**Emmy-nominated**



**Telly Award Winner x 12**



**Viddy Award Winner x 2**



## ADTV MISSION

To inspire and enrich communities across the country through positive media by sharing authentic stories that educate, empower, and engage audiences. We bring to life captivating stories centered around real estate, lifestyle, and culture, delivered by exceptional professionals who embody our commitment to excellence and integrity.

## ADTV VISION

To revolutionize the media industry by leveraging innovative technology solutions and creating compelling, authentic content that captivates audiences and drives positive change. We aim to be recognized as leaders in the industry, earning the prestigious EMMY award by showcasing real stories in real neighborhoods.

# PAST SEGMENTS

06

AS SEEN ON



## Entertainment & Hotel/Vacation Resort



## Real Estate



## Charities







**AD** THE  
AMERICAN  
DREAM



## LIFESTYLE, CULTURE, COMMUNITY, REAL ESTATE

- Unique & Historic Real Estate
- Real Estate Listings
- Builders & Developers
- Local Businesses
- Events & Concerts
- Luxury Homes
- Non-profit Organizations
- Philanthropists
- Movers & Shakers

# ADTV



LEVERAGE TV & MEDIA  
MAXIMUM EXPOSURE  
MORE BUYERS FOR HOME LISTINGS  
BRAND CREDIBILITY  
INCREASED BUSINESS  
INCREASE NON-PROFIT AWARENESS



# TV & MEDIA PERSONALITY

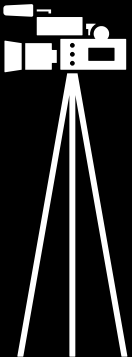


## The Power of Celebrity Endorsement

- **Top REALTOR Host:** Partner with a top REALTOR, like Miranda, who's also a TV host on the show. Miranda's expertise and on-screen presence add credibility and prestige to your business or listing.
- **Engaging Storytelling:** Showcase your business; real estate developments; your home's unique features and lifestyle potential through captivating storytelling on the show, emotionally connecting with viewers.

## The Miranda Tate Effect

Media personality Miranda Tate is more than just a host – she's a trusted voice and influencer. Her involvement in your segment adds credibility and star power, further amplifying your message or your listing.



# TV MARKETING FOR YOUR... BUSINESS • CHARITY • BRAND

## **Harnessing the Power of National TV: How "The American Dream TV" Can Transform Your Business or Cause**

Imagine reaching tens of millions of viewers each month, across a global network that includes powerhouses like HGTV and the Travel Channel.

### **Unmatched Exposure**

"The American Dream TV" isn't just another show – it's a cultural phenomenon. By featuring your business or cause on this platform, you're instantly tapping into a vast, engaged audience. This exposure can lead to:

- **Increased brand awareness:** Your story will resonate with millions, creating lasting recognition.
- **Customer acquisition:** Generate leads and convert viewers into loyal customers.
- **Donor engagement:** Attract new donors and supporters, passionate about your cause.

### **From Local to Global**

The global strength of the network propels your story beyond borders, opening doors to international markets and opportunities.

# TV MARKETING FOR YOUR HOME

## **Elevate Your Home Sale: Reach Millions on the American Dream TV**

In today's competitive real estate market, maximizing your home's exposure is key. Listing your home on the national TV show, the American Dream TV, catapults your property onto a stage that traditional methods simply can't match.

### **Unparalleled Reach and Engagement:**

- Tap into the show's tens of millions of monthly viewers, instantly expanding your potential buyer pool beyond your local market.
- Leverage the network's worldwide reach, attracting interest from national and international buyers seeking their dream home in Phoenix.
- Multi-Platform Presence: Extend your reach across major streaming platforms, HGTV, The Travel Channel, and more, ensuring maximum visibility for your listing.

### The Phoenix Market is Hot

- **People are Moving to Phoenix:** Capitalize on the current real estate boom in Phoenix, particularly in desirable areas.
- **Showcase Your Home's Appeal:** Highlight your home's proximity to sought-after amenities and attractions, making it even more appealing to potential buyers.

### Massive Reach:

- Reach tens of millions of viewers monthly across major networks like HGTV and Travel Channel, plus all major streaming platforms. Tap into a vast audience of potential buyers actively seeking their dream homes.

### Global Network:

Leverage the global strength of the American Dream TV platform. Attract out-of-state and international buyers who may be relocating to Phoenix.

### Qualified Marketing Agent:

Benefit from the expertise of Miranda, a qualified marketing agent who understands how to leverage the show's platform to showcase your home's best features. Gain an edge over traditional agents who may rely on outdated marketing strategies.

### Stand Out from the Competition:

Position your home or business ahead of others in your neighborhood. Capture the attention of vacationers and buyers before they even start browsing traditional listings.

## STRATEGIC MARKETING ADVANTAGE

Don't settle for a traditional real estate listing. Leverage the unparalleled reach and influence of the American Dream TV show to make your home the star it deserves to be. Listing with Miranda, an American Dream TV host is not just about selling your home; it's about creating a buzz, generating excitement, and maximizing your property's value. This is an opportunity for your home to shine on the national stage!

Contact Miranda and take the first step in a powerful marketing strategy designed towards a successful and rewarding home sale.

# VIEWERSHIP NUMBERS

## AUDIENCE REACH

Social Media Views

48M+

Engagement

51M+

Impressions

18M+

## AUDIENCE DEMOGRAPHICS

Women

37%

Men

62%

Avg. video plays by Fans

190K+

# The Numbers Speak for Themselves

## Viewership Habits (source: Nielsen)

- An impressive 93% of American adults now turn to streaming platforms for their entertainment, marking a clear shift away from traditional cable.
- An overwhelming 98% of US consumers are subscribed to at least one paid streaming platform.
- A significant 8 out of 10 consumers in the U.S. currently enjoy the benefits of paid streaming video services.

## Streaming Platforms

- Amazon Prime Video, boasting a staggering **200 million subscribers**.
- YouTube Movies & TV, with **176 million subscribers**.
- Tubi, the FOX digital network, with an impressive **74 million active users**.
- Amazon Fire, a platform with **50 million active users**.
- Apple TV, boasting **25 million units sold** of their media streaming box.
- Roku, a streaming giant with **70 million subscribers**.



# ADTV DISTRIBUTION

## Cable Networks



## Streaming Devices



chromecast



Android  
TV Box

## Smart TVs

androidtv



## Streaming Platforms





# ADTV

OVER TEN'S OF  
MILLIONS OF VIEWS  
AVERAGED MONTHLY



## Episodes & Segments

Episodes of the American Dream run 30 minutes and feature multiple hosts in various geographic area of Phoenix and the Valley. Miranda is given up to 5 minutes on average for each “Selling of the Valley” episode.

## Social Media & Promotion of Segment

All segments of Miranda will be promoted on Miranda’s social platforms, as well as, The American Dream TV Network’s social platforms. These posts will include BTS (Behind the scenes). All guests are asked to join in on promoting the posts when tagged to help boost engagement and broaden the audience.

## Watch Parties and Screenings

With collaboration from the guest, red carpet watch parties and screenings are available to create and promote the segment,

Not yet a guest on the show?  
Contact Miranda to inquire about sponsorship packages to assist with boosting your brand via social media posts, events, media or tv features with over 60,000 of her social media followers!

~Production Team



# Meet Our CEO and Show Creator



Craig Sewing is a visionary and nationally recognized thought leader in both real estate and media industries, serving as the Founder and CEO of American Dream Media & Tech. He is also a best-selling author, TV and radio personality, and has been nominated as one of the Most Influential People in Real Estate by Inman News.

Under Craig's leadership, The American Dream has become a 2X Emmy-nominated national TV show that reaches a massive audience of 20 million viewers each month through 70 different shows across 70 cities.

A large, stylized logo consisting of the letters 'A' and 'D' in a bold, sans-serif font. The letters are white and filled with a detailed silhouette of a city skyline, including various skyscrapers and buildings. The 'A' is on the left and the 'D' is on the right, with a vertical bar separating them.

THE  
AMERICAN  
DREAM

# Miranda Tate (II)

IMDbPro STARMETER



Play demo reel 4:40  
Views of NE, Mesa

3 VIDEOS

19 PHOTOS

Top Realtor and TV host of the two-time Emmy-nominated and 12-time Telly Award-winning American Dream TV show. A Real Estate Enthusiast & Expert Miranda's passion for real estate and lifestyle marketing shines through in her captivating series, where she showcases luxurious properties and offers expert insights. Watch American Dream TV Catch Miranda's latest episodes on major streaming platforms and networks like HGTV and the Travel Channel. Experience the American Dream Join Miranda on her...

+ Add to list



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Episode guide

All topics

## The American Dream

TV Series · 2018-



Reality-TV Talk Show

Follows top real estate agents and mortgage lenders as they educate viewers through uplifting stories about achieving their dreams in the housing market across America.

Stars [Nora Wells](#), [Lisa Jones](#), [Miranda Tate](#)

SAT, JUNE 22, 2024

SERIES PREMIERE August 8, 2024

+ Add to Watchlist

## ESCAPE TO SEDONA

Episode aired Jun 22, 2024

IMDbPro See more



SERIES PREMIERE  
+ Talk Show  
SAT, JUNE 22, 2024

Host [Miranda Tate](#)

Seasons Years

## Miranda Tate



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**YOU BE THE NEXT STAR**


# Spreading Positive Media Across the Country

## AD THE AMERICAN DREAM


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*Join the fans!*

 @officialmiranda.d.tate

 youtube.com/miranda-tate

 @adtvsellingphoenix

*Miranda Tate*

ADTV HOST + REALTOR  
LIFESTYLE + MARKETING EXPERT



**ONELUXE**  
REALTYONEGROUP INTERNATIONAL

