

PARTNERSHIP & BRAND MEDIA KIT

NILE LUNDGREN

*Netflix Powerbroker · Real Estate Mogul ·
Coach · Social Media Influencer*

This isn't influence. It's **execution, distribution, and leverage** — at scale.
A luxury real estate platform powered
by *Netflix*, SERHANT., and multi-
channel media.

\$550M+ **Top 10**

CAREER SALES NETFLIX GLOBAL

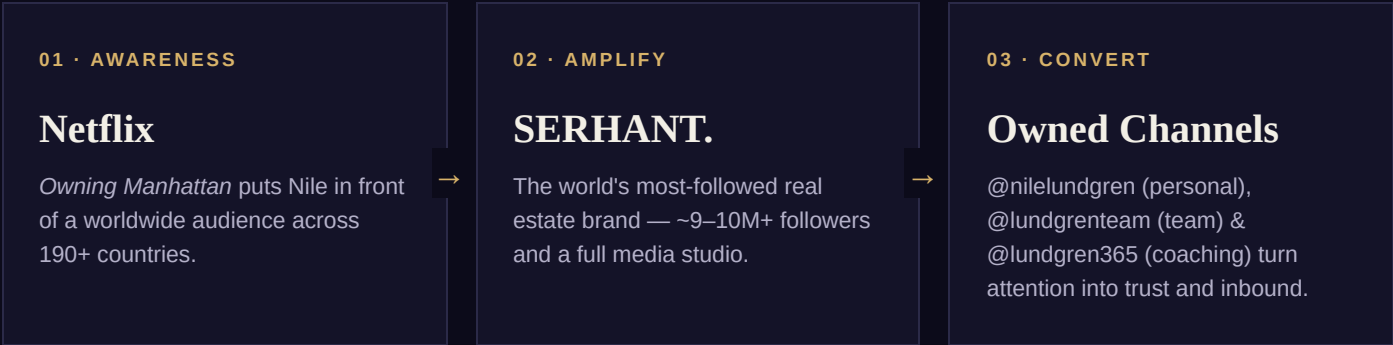
AS SEEN ON
NETFLIX



THE PLATFORM

A distribution engine, not
a personality.

Netflix drives global awareness at the top of the funnel. SERHANT. amplifies.
Owned channels convert. Every layer compounds the last.



512M⁺ MINUTES VIEWED, WEEK 1 Global · Season 1	190+ COUNTRIES REACHED Netflix global release
Top 10 NETFLIX GLOBAL (ENGLISH TV) Top 10 in 30 countries, debut week	\$550M⁺ CAREER SALES VOLUME NYC & Florida



THE EXPOSURE ENGINE

Netflix's *Owning
Manhattan* — a global hit,
on the record.

Long-form, lean-back viewing minutes — real attention at scale, not social impressions. Two seasons, both in the Netflix Global Top 10.

512M⁺ Minutes viewed globally, first week (Season 1)	386M Minutes watched in the U.S., week 1 — per Nielsen
30 Countries with a Top 10 placement, debut week	7.3 IMDb rating · ~1,900+ user ratings

Season 1 premiere	Jun 28, 2024
Renewed for S2	~2 months later
Season 2 premiere	Dec 5, 2025
U.S. Top 10 run	2 straight weeks
Both seasons	Global Top 10

Variety	Deadline	People
USA Today		



Nile's biggest viral moment: a former college football player, he stepped out of his comfort zone to co-star in Chloe Tucker Caine's Broadway-caliber musical listing in Season 2 — one of the season's most-shared scenes.

Figures per Netflix Global Top 10, Nielsen streaming data, and industry coverage. Both seasons reached the Netflix Global Top 10; Season 2 launched Dec 5, 2025 straight into it. Netflix does not disclose season-level hours.

MONTHLY PERFORMANCE

The reach behind the following.

A modest follower count that punches far above its weight — content that travels well beyond the base, month after month.

1.5M AVG. VIEWS / MONTH · INSTAGRAM Peaks above 8M in a strong month	272K ACCOUNTS REACHED / MONTH +82% · Instagram
~3M VIEWS · LAST 90 DAYS Across all content	52.6K PROFILE VISITS / MONTH High-intent traffic

~58% of views come from non-followers — every campaign reaches new audiences, not just the existing base. 1.5M/month is the running average; strong months clear 8M.

AUDIENCE SNAPSHOT

Who's actually watching.

AGE 35–44 37.5% 25–34 28.9% 45–54 19.2% 55–64 7.0% 18–24 / 65+ 7.4%	GENDER W 50.2% M 49.8% A rare 50/50 split for luxury real estate — brands reach both halves of the market in one buy. Two-thirds of the audience is prime buying-age (25–44).	TOP CITIES New York #1 Dubai #2 Los Angeles #3 Miami #4 City matters as much as country: the US is 54% overall, but Dubai is the #2 city — a steady source of GCC brand-collab requests.
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Based on lifetime Instagram followers. New York is the #1 city; Dubai ranks #2 — a genuinely global luxury audience.

THE AMPLIFICATION STACK

Layered reach that compounds.

Each channel feeds the next — continuous rediscovery, long-tail growth, and faster trust.

Netflix — Owning Manhattan

Global awareness

TOP OF FUNNEL

190+
COUNTRIES

SERHANT. ecosystem

Most-followed real estate brand

BRAND AMPLIFIER

9–10M+
FOLLOWERS

The Lundgren Team

@lundgrenteam + every agent's channels

TEAM AUTHORITY

1.5M+
COMBINED

Nile Lundgren

@nilelundgren · IG, TikTok & X

CONVERSION

65K
IG · 60K+ TIKTOK · 1.5M/MO

The 1.5M+ figure is the whole Lundgren Team's combined reach — every agent's channels, real distribution, not one account. Nile's own @nilelundgren (65K IG, 60K+ TikTok, sizable X) still reaches 1.5M+ views a month. SERHANT figure is approximate.

OWNED SEARCH AUTHORITY

He owns the search results, too.

Built on [nilelundgren.com](#) — Nile's blog posts pull tens of thousands of views (organic-search-led, ~30% engagement). Partnerships can include an SEO-backed post that keeps ranking.

4,715 NON-BRANDED TOP-10 KEYWORDS On Google's first page	~450K CUMULATIVE ORGANIC IMPRESSIONS Rolling · organic search
#1 FOR "NILE LUNDGREN" 5,400+ clicks · top keyword	4.5 AVG. GOOGLE POSITION (BRANDED) 5.9 non-branded · 104 branded top-10

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THREE VERTICALS

One platform, three ways to work together.

Real estate, education, and strategic partnerships — sharing the same audience and credibility.

01 Real Estate Luxury and new-development expertise, with global credibility before the first call. • \$550M+ in closed sales • Biggest deal: \$34M Miami mansion • Top producer at SERHANT, 5 yrs — \$1M+ GCI/yr • Top 1% of agents nationally, 3 yrs • Mercedes-Benz Places, Miami	02 Education Lundgren365 — Nile's coaching platform. Former CUNY Baruch professor turned sales & leadership coach. • Sales, leadership & execution coaching • Speaking, courses & advisory • Podcast: Lundgren365 • Scalable, systems-driven content	03 Partnerships Trust-based and selective — Nile only partners with brands he genuinely believes in. • Would rather pass than run a bad-fit collab • Luxury, finance, travel, tech, lifestyle • Netflix + SERHANT credibility halo • On-camera & owned-channel formats
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RATE CARD

Partnership rates.

Per-deliverable pricing. Multi-deliverable packages and exclusivity available on request.

📷 INSTAGRAM · IN-FEED \$8,500 Instagram Static Post One dedicated in-feed post featuring the brand.	📷 INSTAGRAM · COLLAB \$15,000 Instagram Collab Reel Co-posted with the brand partner's handle for shared reach.	🌐 WEBSITE · SEO \$5,000 SEO Blog Post · nilelundgren.com Nile writes about your brand, built to rank. Approved brands only.
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🎤 Speaking Engagement Keynotes, panels & fireside chats	From \$25,000
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📷 Instagram Story Sequence 8–10 frames with link-out	<i>On request</i>
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📷 Story Highlight Retention Kept live 6+ months	<i>On request</i>
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TikTok Lifestyle / Walkthrough Video Dedicated integration	<i>On request</i>
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YouTube Lifestyle / Walkthrough Video Long-form feature	<i>On request</i>
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Rates in USD, per deliverable. Bundles, category exclusivity, paid usage / whitelisting, and on-location coverage are quoted per campaign.

Prime-time exposure, *by design.*

AS SEEN ON
NETFLIX



ON SET • OWNING MANHATTAN

The cameras follow the deals. *Real
production, real audience* — the
exposure your brand steps into.

THE RÉSUMÉ

Credibility that de-risks the deal.

Results first, exposure second — the track record behind the platform.

\$550M+ CAREER SALES	Top 1% REALTRENDS • 3 YRS	2025 LUXURY BROKER OF THE YEAR	CNE® CERTIFIED NEGOTIATION EXPERT
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AS SEEN & FEATURED

AS SEEN & FEATURED	Netflix	SERHANT®	WSJ	Fox Business	Bravo	NY Times
The Real Deal	Mansion Global	Impact Wealth	Variety	Deadline	People	USA Today

LET'S BUILD SOMETHING

Put your brand inside the *room* most people never enter.

High-income, trust-based, global — reached through a platform brands can actually stand next to. Real estate, education, or partnership: let's talk.

INQUIRIES

nile@lundgrenteam.com

WEB

nilelundgren.com

LINKS

dot.cards/nilelundgren

INSTAGRAM

@nilelundgren