

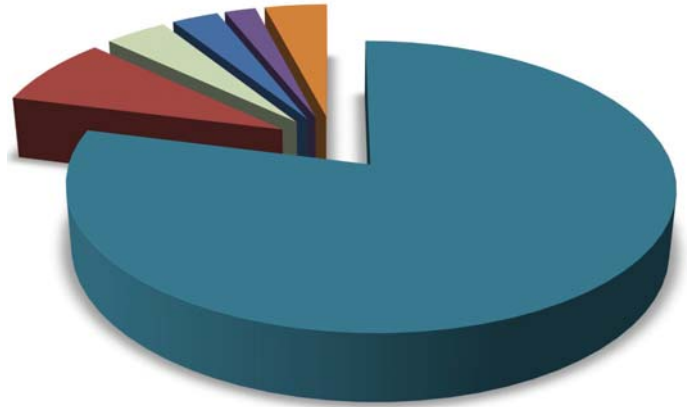
# The Listing Widget

## “Newspapers Aren’t It Anymore”

The marketplace has changed and so has the way we have to approach it

Sellers expect a content rich medium with plenty of photos, full descriptions of their property and area specific information.

Creating marketing that makes your Listings stand out on the Internet requires special tools.



Brokers	79%
Yard Signs	8%
Newspapers	4%
Open House	3%
Neighbor	2%
All Other Sources	4%

## Broker-to-Broker E-mail Flyers



High Impact  
Low Cost  
Target  
Marketing  
Solution

- ◆ Design Your Flyer In Minutes
- ◆ Includes Four Photos
- ◆ Drive Traffic to Your Web Site
- ◆ Pinpoint Your Marketing
- ◆ Promote New Listings, Open Houses, Price Reductions, & More
- ◆ Least Expensive High Impact Target Advertising Available
- ◆ Reach Brokers Across Town or Across The Country

## Address-Specific Web Sites

Web Site  
Devoted  
Entirely to  
Sellers  
Property



- ◆ Unlimited Property Photos
- ◆ Link To Your Virtual Tour
- ◆ Several Lead Generating Forms
- ◆ Satellite View of Your Listing
- ◆ Search Engine Optimization
- ◆ Links To Neighborhood Info
- ◆ Local School Information
- ◆ Tons of Customizable Templates
- ◆ Address Rider® Sign



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