

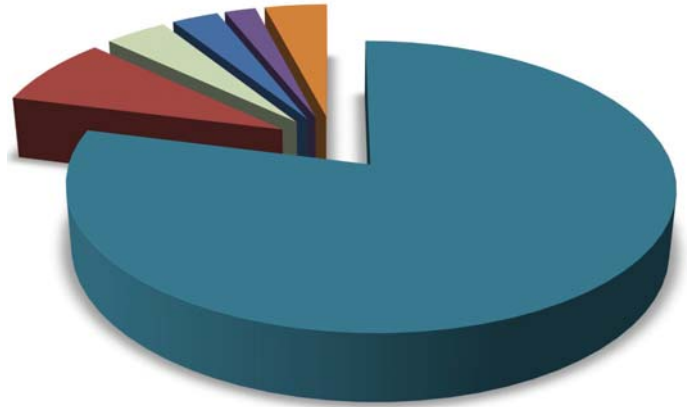
The Listing Widget

“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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