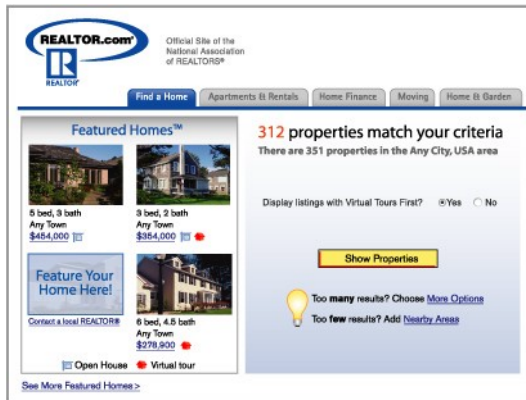


## List with one or the few REALTORS® in Ulster County offering Featured Homes™ Marketing System

When you're in the market to sell your home, will you want your home to be sold quickly and for the highest price possible? Do you believe **your home's marketing should include the most comprehensive online and offline marketing campaign?**

If so, I am proud to announce that I am one of the few REALTORS® in our community who is able to market your home utilizing the most powerful online real estate marketing program in America – the **Featured Homes™ Marketing System**. I have secured one of the very limited **Featured Homes**' positions on the Internet's #1 real estate Web site, REALTOR.com®<sup>2</sup>, the official Web site of the National Association of REALTORS®. Through the REALTOR.com® Marketing System's **Featured Homes**™ program. When potential home buyers search for homes for sale on REALTOR.com® in the New Paltz area, they will see **your property prominently displayed with a full color photo at the top of the page, virtually before they see any other homes in your area.** On average, homes in the **Featured Homes**™ position can receive **twenty times more exposure.**<sup>1</sup>



You can now benefit from this enhanced presence on REALTOR.com®, where your home will stand out to more than 6.1 million individuals each month.<sup>2</sup> Couple this with the fact that **home buyers and sellers spent 86% of the time they spent searching for a home online on REALTOR.com®<sup>2</sup>**, and it is easy to see the impact a **Featured Homes**™ spot can have on this very targeted audience of home buyers.

These are just a few of the ways I leverage every opportunity to get your home the maximum attention and exposure it deserves when you are ready to sell.

Call me: **Wendie Reid at 845-255-5634**. I would be delighted to meet with you in person to demonstrate how I use the REALTOR.com® **Featured Homes**™ Marketing System and Wendie Reid Realty's expert marketing resources to showcase your home as a **Featured Home**.

<sup>1</sup>Based on Homestore, Inc.'s internal accounting for May 2003 - April 2004, average measure of property listings with Featured Homes vs. property listing without Featured Homes, <sup>2</sup>Media Metrix, May 2004, <sup>3</sup>2003 National Association of REALTORS® Profile of Home Buyers and Sellers