

## All of My Sellers Receive Premium Upgraded Listing Enhancements On REALTOR.com®

When you're looking online for real estate, where do you go? Did you know that **more home buyers and sellers go to REALTOR.com® than any other real estate site?** As a result, I enhance all of the properties I market on REALTOR.com® with 6 multiple photos and detailed property descriptions so that they receive the attention they deserve. Without this special listing enhancement feature, only one photograph and a brief description of your home will show up.

All of the clients I serve benefit from this increased exposure on the Internet's #1 real estate Web site<sup>1</sup>, REALTOR.com®. Eighty-four percent of online home searchers say multiple photos and detailed property descriptions are the most useful features when searching for homes online. These powerful enhancements allow me to give buyers what they want most on the most popular real estate site, which works to your benefit.

Listings on REALTOR.com® with 6 photos are viewed 299% more often and rise to the top when searched by the number of photos. This allows your property to stand out to 5.7 million individuals who, on average, spend 75% of the time they search for a home online on REALTOR.com®.<sup>1</sup> Additionally, your home will receive the same high impact placement on the popular Web portals AOL® and MSN®. By marketing your home to the largest audience of buyers online I am able to create greater potential demand and, thus, possibly a higher sales price.

With 74% of all home buyers using the Internet at some point in their search for homes, you want your home to be seen first and you want it to stand out as prominently as possible. This is all part of my commitment to effectively market your home to the broadest possible audience of online home buyers 24 hours a day, 7 days a week.

Or if you prefer, you can call me at **845-255-5634**. I'd be delighted to meet with you in person to demonstrate how I can customize the resources of both my company's superior marketing and technology methods, and the REALTOR.com® Marketing System, to **get your home seen – and sold.**

<sup>1</sup> comScore Media Metrix, January 2005 (Based on time spent searching on comparable resale real estate aggregation sites, excluding portals that receive content from Realtor.com, foreclosure sites or sites operated by brokers.)

<sup>2</sup> 2004 National Association of REALTORS® Profile of Home Buyers and Sellers

<sup>3</sup> Based on REALTOR.com® internal analysis of Showcase Listing Detail Page Views per Listing vs. Non-Showcase Listings Detail Page Views per Listing, for January 31, 2005.