

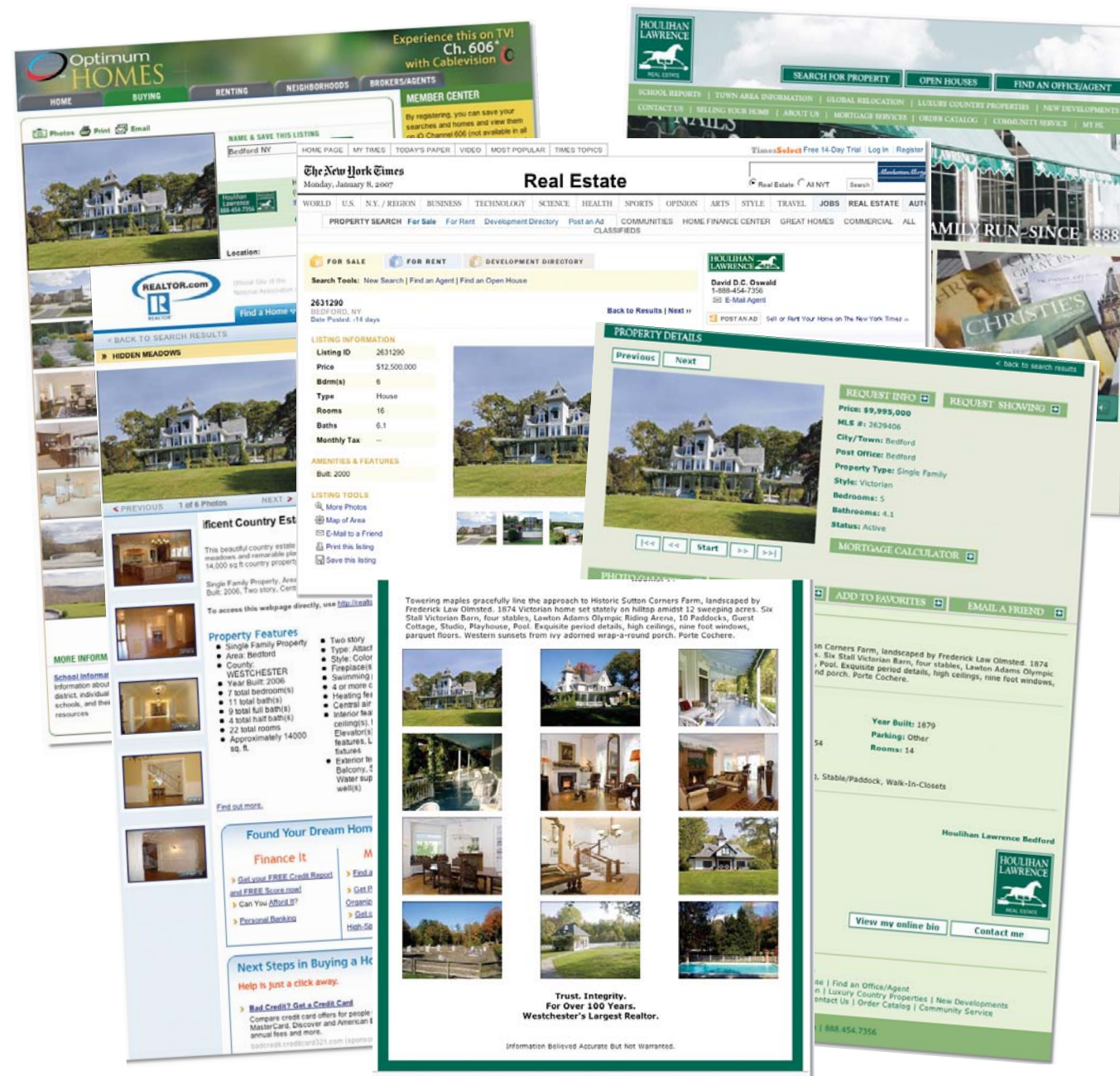
CLASSIFIEDS ARE DEAD - HERE'S WHY

80% OF BUYERS BEGIN THEIR HOME SEARCH ON THE INTERNET RATHER THAN NEWSPAPER CLASSIFIEDS

From Here

To Here

Because



Beautiful Victorian Manor \$1,899,000
 Orig details, stained glass window, high
 ceil, oversized rms & old world craftsmanship.
 Spectacular reception hall w/foyer, front
 parlor, large fam room w/foyer overlooks
 deck and inground pool. Spa like basement

- **Photography**
 1. Instantly see the property instead of hard-to-understand abbreviations.
 2. Interior stills are featured.
- **Instant Availability**
 A house immediately shows up on the internet versus waiting for the newspaper.
- **24/7 Exposure**
 A house can be seen on the internet for the full duration of its time on the market vs. a single day in print advertising.
- **Saves Time**
 by pre-selecting a viable home search.

The New York Times
 TUESDAY, OCTOBER 31, 2006

Newspaper
 Circulation
 Falls Sharply

The losses have accelerated as the industry tries to adjust to the steady migration of readers and advertisers to the Internet. Papers in major metropolitan areas, where more homes are wired for broadband, fared worse than those in smaller markets.

Riddle of the Year
 What's black and white
 & dead all over?



Answer: Newspaper classifieds!