

LET ME MARKET YOUR HOME, BECAUSE AS YOUR REALTOR ...

I am approximately 10% of all realtors who **SHOWCASE YOUR HOME** on...

REALTOR.COM, AOL.COM, WALLSTREET JOURNAL.COM, MSN, NETSCAPE, COMPUSERVE, DIGITALCITY.COM, IWON, EXCITE, JUNO, NETZERO, MONSTERMOVING and many more.....

I am less than 1% of all Realtors in the US who Feature your Home First on these same sites

I am less than .05% of all Realtors who actually Feature this community on all of those sites to drive even more traffic to your home.

I am one of the few agents who will feature your home on my **REALTY TIMES** newsletter, as well as do monthly **Marketing Conditions Reporting** on **REALTYTIMES.com** to stimulate Growth in our area

I am one of less than .05% of all realtors who offer **Free CMA** on these sites, in this area to make sure people get an accurate report on homes in this area.

I purposefully post **Virtual tours** on all my listings, because I know that will push your home even higher in the search results page on **realtor.com** and their channel partners, and add value to the home

I supply all my clients with **school reports**, to help justify the price point of your home, and reiterate that they are getting the value for their investment.

And as your realtor, I even make sure I have **NEW HOMES** on my site, to keep every option available to you.

I will also provide for you **Nation wide advertising**, full color ads, detailed property descriptions, local neighborhood & local school info attached to your listings on the internet.

You will also get **traffic reports** emailed to you twice a month, which will allow us to see how accurately priced your home is.

Allow **REALTORS** outside of my **MLS** to view your home, so we can gain the largest audience

List your home on all of the **Internet Broadcasting System's Inc** websites which include all of the **NBC.com** sites

Hold Open Houses and advertise them on the National sites I mentioned earlier

Why is this important to you?

Because as your Realtor I know that *everyday your home is on the market:*

It will lose negotiation power....

It will lose property value....

Other realtors believe the longer it is on the market the more negotiating power they have against your home....

I also know that:

Every other home out there is your competition, and I need to differentiate your home...

The longer it is on the market, the more overpriced they will try to convince us your home is...

My job is to:

1. Find you the right buyer.
2. Sell your home at highest price possible.
3. Sell your home in shortest period of time.
4. Find you the perfect home to move into.

Why I chose to advertise this way:

Showcasing your home: Homes on REALTOR.COM dominate the Consumer Market, and homes with multiple photos & detailed descriptions are seen 299% more than those without those same features.

Because, as your realtor, I know...

- Home buyers use the Internet to search for a home more than any other media.
- Home buyers say the two most important features are photos and detailed descriptions.
- More and more home buyers are finding the home they buy online so I make sure I include comprehensive content including customized home description, multiple photos, and interactive consumer contact opportunities which allow me to present your home in the best possible light.

By listing with me, your home will be on REALTOR.com®. The door will be opened to millions of online buyers actively looking to purchase.

I'll add what consumers want to see which are additional photos & a custom property description I'll create for your home. Buyers can contact me 24/7 via email, phone or fax.

I allow REALTORS outside of my MLS to view your home, so we can gain the largest audience

I list your home on all of the Internet Broadcasting System's Inc websites which include all of the NBC.com sites

I will Hold Open Houses and advertise them on all of the National sites INCLUDING REALTOR.COM & AOL.COM.

I will send out a link from Realtor.com of your home to all of my potential buyers and have printable electronic flyers accessible to them with maps & directions.

Featured Homes: on Realtor.com allow your home to be seen first by more than 25% of all consumers shopping for a home in your area (online & offline combined). 50% of all consumers shopping in this area on any of those sites I mentioned before will see your home first.

Featured Homes is the results *before* the search results. I have reserved one of 8 spots in this area and your home will receive 50% of all the traffic going through to that search. And since your Featured Homes is linked directly to your REALTOR.com® Showcased listing, it will capture interested buyers. A home showcased in my Featured Homes area also provides the extra traffic needed to stimulate added excitement re: your home when we first put it on the market.

Featured Homes™ ensures that your home stands out at the top of the search criteria page – linking buyers directly to your property’s details and my contact information. It also differentiates your home in front of millions of potential buyers & attracts targeted home searches to your property.

Featuring Your Community: First, you'll want an agent ready and able to make a full-time commitment to you. I can and will do that, and prove it by becoming one of 10 featured agents on Realtor.com. I also want you to know that I am firmly committed to bring consumers to this community, and this obviously enables me to bring even more consumers to your home.

Second, I want to make sure people know that they are working with an agent with the experience needed to know the local neighborhoods, schools, market conditions, ordinances, etc.

Third, I know that people want to work with an agent who embraces the convenience of technology without losing the personal touch. That is why I not only feature this community, but a little bit of me.

Fourth, because I'm a Featured Agent, my picture will come up on one out of every ten hits. When they click on that, it takes them to my Web site and they'll be able to see my listings, so more people will see your house.

My newsletter & reporting I will keep you informed. The

Real Estate Update is a monthly e-newsletter designed for you that features fresh, consumer-oriented articles about Real Estate, including current market conditions, interest rates and general homeownership. All articles are written by the award-winning columnists of Realty Times and are updated each month, ensuring your information is up to date. I can email or mail this to you every month. I will also place you as the FEATURED HOME in my newsletter.

Local market Trends I am a featured agent on RealtyTimes.com I

write brief reports on the local market conditions. These reports will be featured on [all of the partner sites](#). This allows me to drive more traffic to my site, making sure consumers contact me first.

Featured CMA I use Featured CMA to position me as the expert

consumers consult to make their home worth more. Now, more than 6.6 million real estate buyers and sellers begin their search on the front page of REALTOR.com®.¹ I make sure I am just one click from the world's most visited real estate home page, so that I can reach potential home sellers first. When residents in your area want to learn about recent sales, the value of their home and today's most high-impact methods for making their home worth more, they will find me! This marketing system provides a powerful way for me to reach consumers first by leveraging the popularity of home valuation requests and REALTOR.com®.

New Homes Inventory I add New Homes content on my Web site

that will directly connect you to new, factory-built and custom-built homes in your area. It's a great way for you to have every option available to you. I am less than 5% of all Realtors who provide this for you. You will be able to conduct a personalized search for new homes in your market & Examine floor plans, features, elevations and photos of new, unlisted homes.

Traffic Reporting I will email you traffic reporting every week, which

will allow us to see how accurately your home is priced, as well as if we need to work on minor improvements such as curb appeal and staging to improve the response of your home. We will always have the pulse of the marketplace at our fingertips.

All of this ensures that I will find you the right buyer, sell your home at the highest price possible, sell your home in the shortest period of time, to the most qualified buyer and get you into the home of your dreams. When you list with me... I will increase the exposure to your home, in turn increasing the demand which will allow the property to sell for more and in a shorter period of time. Because I am 1 of 8 agents in the entire world who can put your home on the front page in your area on REALTOR.com, AOL.com, MSN.com, TheWallStreetJournal.com, and many more major websites.

By using such a great marketing system as I have invested in, I am personally able to offer the same level of marketing as such Corporations as Coldwell Banker.

By doing this, I differentiate myself from the competition. More importantly, I will differentiate your home from the other homes in the area because that Mr. and Mrs. Home seller... is your competition.

Just as I will place your home on the local MLS with additional photos and a custom description, I will place your home on REALTOR.com, the largest real estate website in the world with those same important features because I know that listings with additional photos on average, sell for more.