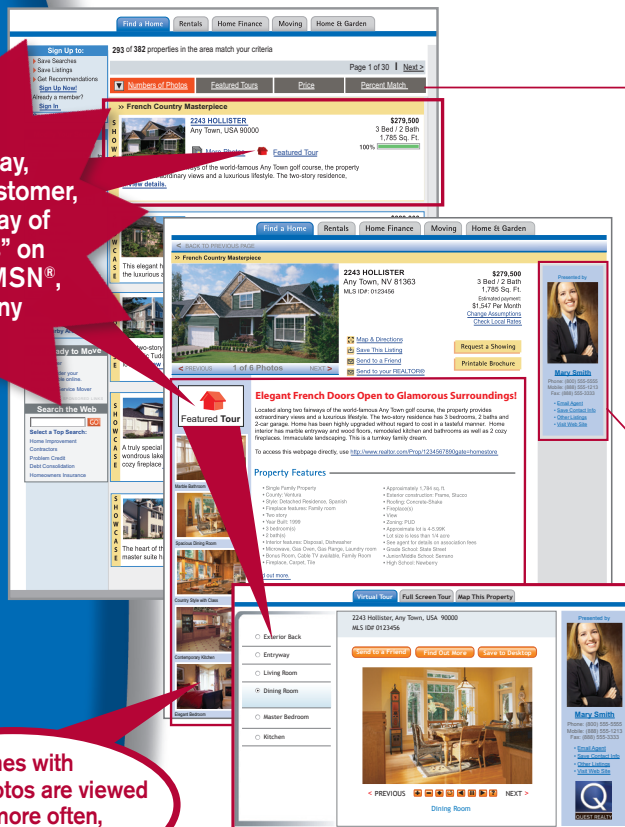


Showcase Listing Enhancements Marketing System

Host your listings for the Largest Audience of Home Sellers and Buyers Online⁴

With 77% of home buyers turning to the Internet to search for a home², you can now show sellers how your listings stand out and rise to the top. The **Showcase Listing Enhancements Marketing System** for agents differentiates your marketing to help secure more listings and sell homes for more. Employ this robust marketing system to capture consumers early in their home selling and buying process and make every listing a lead generator.



Have it your way, as a Showcase customer, with **FREE** display of "Featured Tours" on **REALTOR.com®**, **MSN®**, **AOL®** and many other sites.⁵

Homes with multiple photos are viewed **299% more often**, on average⁴

Benefits:

- Enable home buyers and sellers to find your listings by the most desired features—photos and virtual tours²
- Consumers click through to Showcase Listing Enhancements 72% more often³, so make each listing a link for high quality and targeted leads directly to you
- Build your personal brand by hosting your listings with your photo and contact information prominently displayed
- Secure more listings by demonstrating to sellers how you use the **REALTOR.com®** Marketing System to help sell their homes for more

Four Easy Steps to Announce to Home Sellers Your System to Help Sell Homes for More:

STEP 1: Announce to home sellers how you leverage the #1 real estate site¹ to better market homes. Send the **Agent Press Release** to local newspapers and other media.

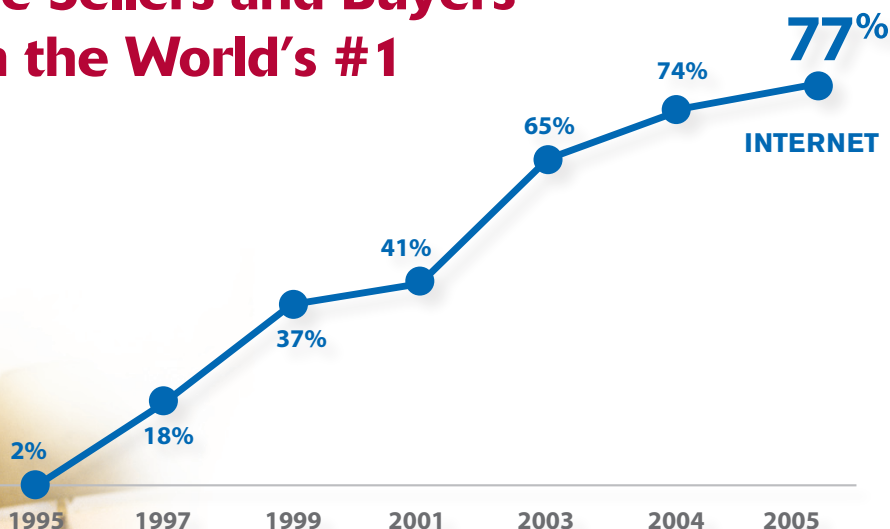
STEP 2: Send the **Agent Direct Marketing Letter** to your desired target market, thereby alerting potential home sellers that you enhance home listings on the #1 real estate site¹ with multiple photos and detailed property descriptions so they stand out and rise to the top on the most viewed page on **REALTOR.com®**.

STEP 3: Use the **Marketing Proposal** and **OnLine Photo Marketing Strategy** in all of your client proposal/presentations to demonstrate what you do different to help sell homes for more.

STEP 4: Send the **"New to the Market" Postcards** to demonstrate to home sellers that you provide buyers what they want most when searching online for homes—**photos!**²



Make Sure Home Sellers and Buyers Find You First on the World's #1 Real Estate Site¹



2005 National Association of REALTORS® Profile of Home Buyers and Sellers

- 77% of all home buyers used the Internet at some point in their search for homes²
- Home sellers and buyers spent 82% of the time they searched for a home online on REALTOR.com®¹
- REALTOR.com® gets 6.6 million prospective home sellers and buyers a month⁴
- Two-thirds of buyers used the first REALTOR® they interviewed²



Consumers search online for two weeks before contacting an agent.² Make sure they can find you first!

Sellers and Buyers Spent the Most Time Searching on REALTOR.com®¹

Call us today at 800.878.4166

Access and download this powerful marketing system at <http://resource.realtor.com/Agent/listing/Showcase.aspx>



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¹ Media Metrix – based on reporting of the time online users spent during 2005 on REALTOR.com® and other comparable real estate listing aggregation sites and excluding sites of franchisors/brokerages.

² 2005 National Association of REALTORS® Profile of Home Buyers and Sellers.

³ Based on an internal REALTOR.com® study for 2005. The study analyzed how often consumers on REALTOR.com® clicked through to the detail page of property listings that were Showcase™ enhanced, compared to property listings that were not so enhanced.

⁴ Media Metrix – reporting the average number of unique visitors to the REALTOR.com® site each month of 2005.

⁵ Beginning March 14, 2006, Featured Tours will be free for customers who purchase REALTOR.com® Showcase Listing Enhancements. Customers are responsible for arranging virtual tours displayed on REALTOR.com® through a participating virtual tour provider. This offer may be modified or withdrawn at the discretion of REALTOR.com®.