

ONLINE MARKETING PLAN



ONLINE MARKETING PLAN OBJECTIVES



1. Reach the widest audience of potential buyers
2. Produce activity to attract the best buyer willing to meet your terms, price and desired closing date
3. Monitor traffic that results from our online marketing plan
4. Study the results and adjust accordingly and get your home **SOLD**

YOUR HOME'S PRESENCE ON THE INTERNET IS NOW MORE IMPORTANT



A survey of home buyers who recently moved asked:
“Do you think the internet is becoming more important than print advertising to market a home?”



- YES – 94.3%
- NO – 4.7%

32% OF BUYERS FOUND A HOME VIA THE INTERNET - UP FROM 8% IN 2001

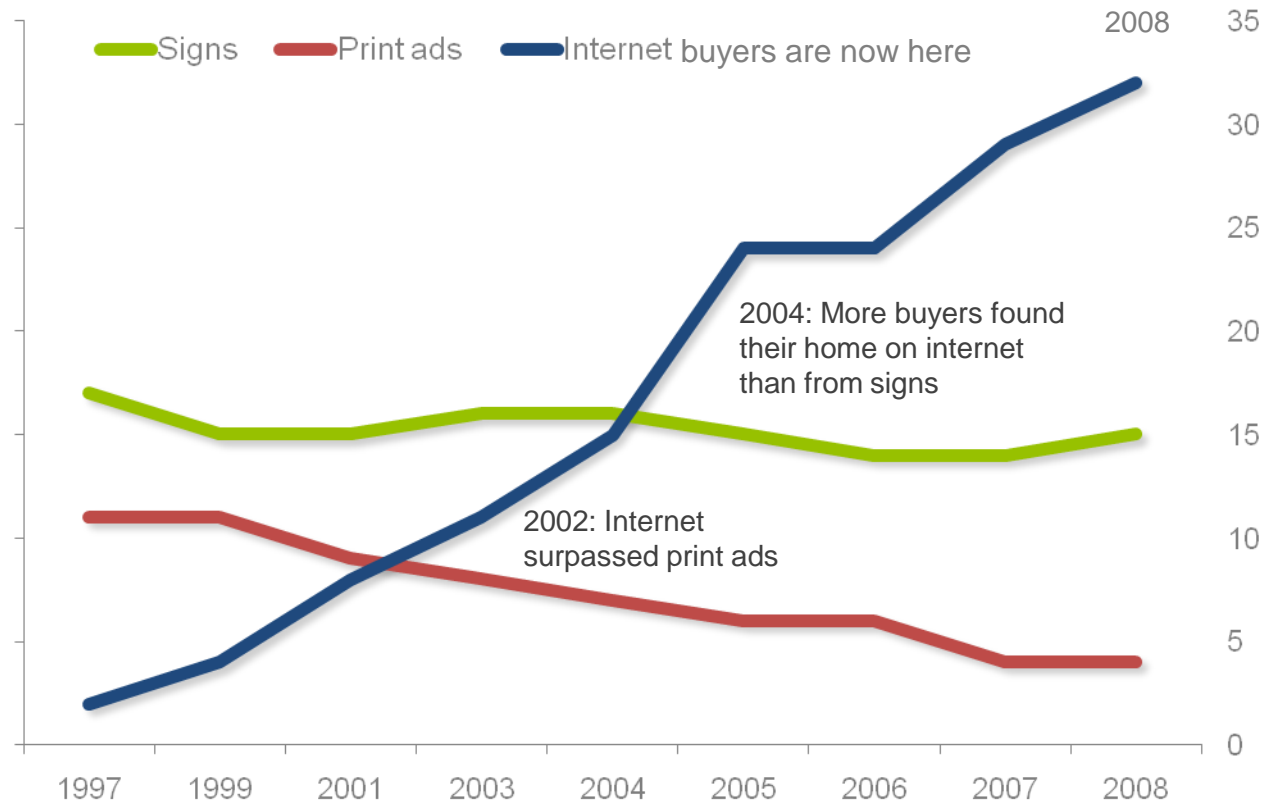


WHERE BUYERS FOUND THE HOME THEY PURCHASED, 2001-2008

	2001	2003	2004	2005	2006	2007	2008
Real estate agent	48%	41%	38%	36%	36%	34%	34%
Internet	8	11	15	24	24	29	32
Yard sign/ open house sign	15	16	16	15	15	14	15
Friend, relative or neighbor	8	7	7	7	8	8	7
Home builder or their agent	3	7	7	7	8	8	7
Print, newspaper advertisement	7	7	5	5	5	3	3

Source: National Association of REALTORS®, Profile of Home Buyers and Sellers, 2008

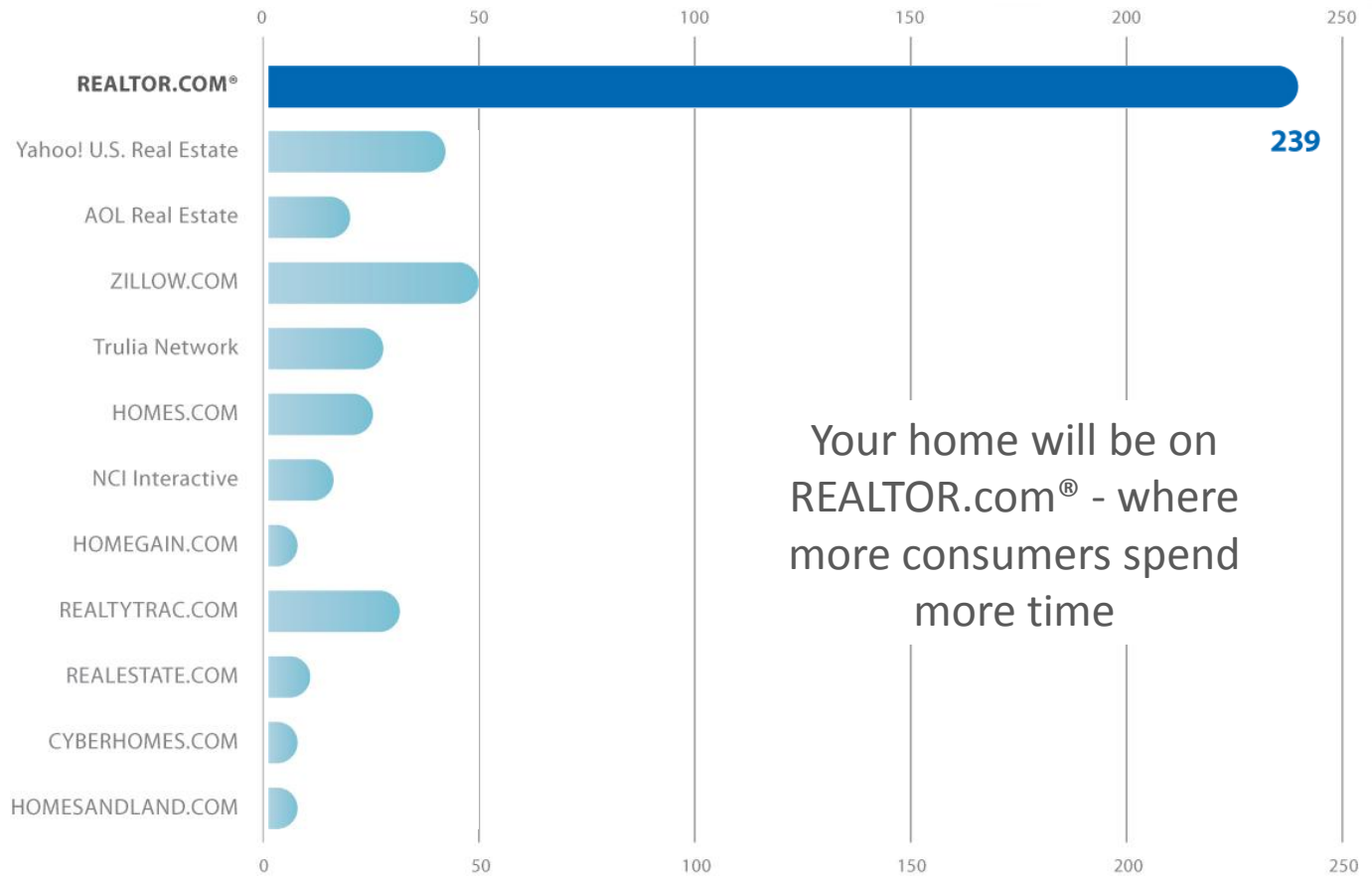
NAR 2008 PROFILE OF HOME BUYERS & SELLERS FACTS ON WHAT IS WORKING AND WHAT IS NOT



Source: National Association of REALTORS®, Profile of Home Buyers and Sellers, 2008

TOTAL MONTHLY MINUTES SPENT ONLINE

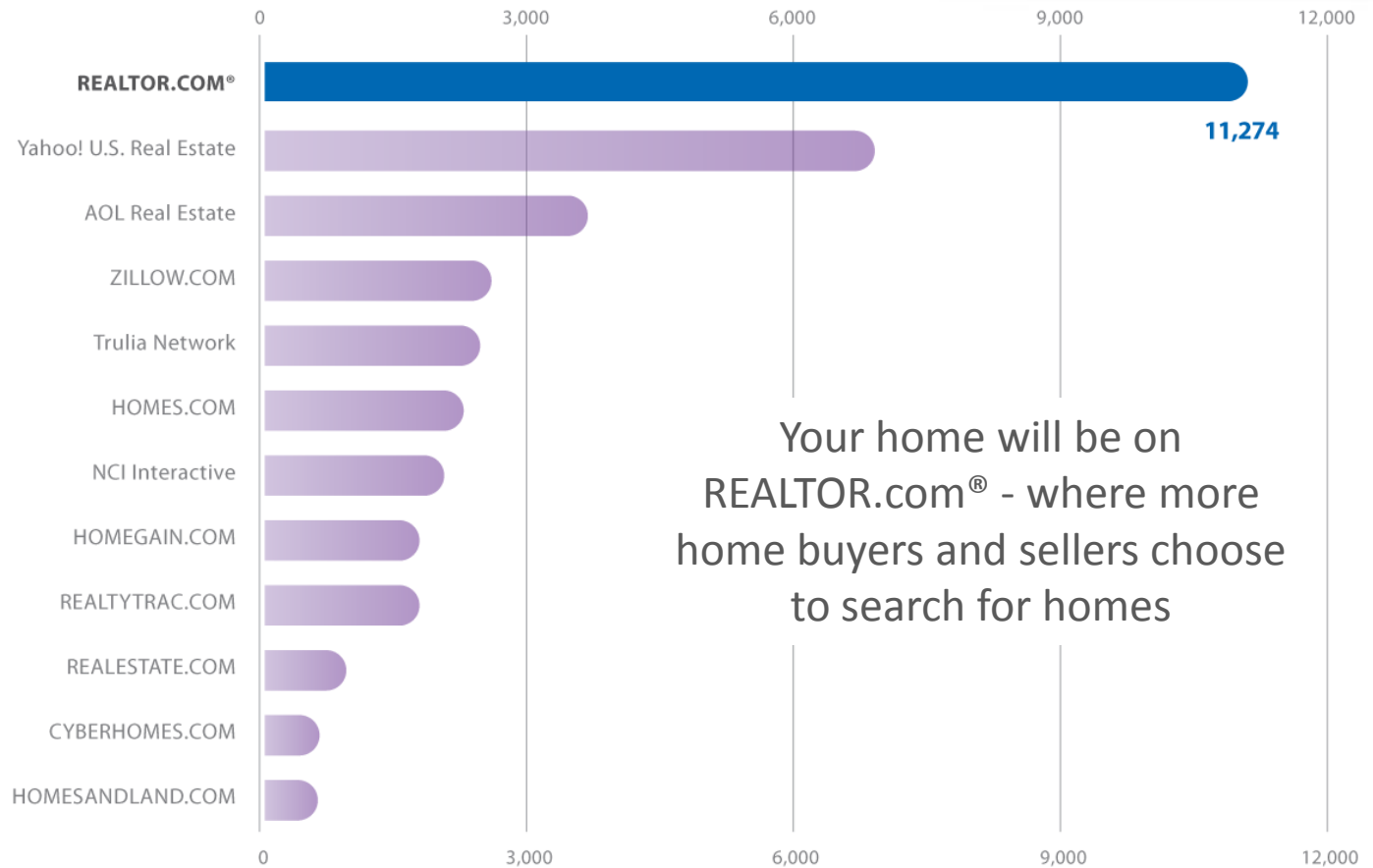
(NATIONWIDE COMPARISON, in millions)



Your home will be on
REALTOR.com® - where
more consumers spend
more time

TOTAL MONTHLY UNIQUE VISITORS

(NATIONWIDE COMPARISON, in thousands)



Your home will be on
REALTOR.com® - where more
home buyers and sellers choose
to search for homes

Source: comScore Media Metrix, April 2009

REACHING THE WIDEST AUDIENCE

BUYERS SEARCH OUR LOCAL WEB SITE



PRINT ADS

BUYERS WHO SEARCH
OUR LOCAL SITE AND
REALTOR.COM®

BUYERS WHO ARE
JUST ON
REALTOR.COM®

For illustrative purposes. Varies by broker and region.



CAPTURING BUYERS ON REALTOR.COM®



The more buyers we can interest, the better chance we have of finding one who will meet your price, terms and desired closing date.

Your home appears on REALTOR.com®
The #1 National Real Estate website.*

INCLUDES:

- Multiple ways to search (map, gallery, list)
- Multiple photos
- Neighborhood & school information
- Open Houses



*Source: comScore Media Metrix, April 2009



Because REALTOR.com[®] has millions of listings...

I will make yours stand out

CAPTURING BUYERS ON REALTOR.COM®



The more buyers we can interest, the better chance we have of finding one who will meet your price, terms and desired closing date.



SHOWCASE LISTINGS

I have upgraded your listing on REALTOR.com® to be more prominent using REALTOR.com® Showcase Listing Enhancements.



SHOWCASE LISTING ENHANCEMENTS MARKETING SYSTEMSM



The image displays two screenshots of the REALTOR.com website interface. The left screenshot shows the 'FIND HOMES' search page with filters for 'Any Town, USA' and 'Price Range' from \$500,000 to \$800,000. The right screenshot shows the search results page for 'Any Town, USA' with 497 listings found, featuring a 'Featured Homes' section and a detailed listing for '2243 Hollister' for \$279,500.

- Your home will be more visible to buyers
- I receive customer leads directly so I can personally respond to buyers
- There are additional enhancements I can add to your listing to show off the best features

MY COMMITMENT TO YOU

- I am accountable
- I will follow-up with traffic reports
- You will see the results
- We will work together to meet your goal to sell your home at the best price and terms

