

Nancy & Brian's Advertising Program

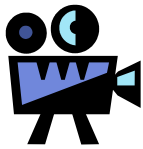
Designed to bring buyers to **YOUR** property!



Enter Your Property Into the MLS System – The Multiple Listing Service (MLS) is a very powerful tool that exposes your house to about 2100 Realtors. We spend extra effort writing interesting supplements that sell and submitting enough pictures to entice agents to show your property!



Professional Flyer – We put a flyer in the flyer box in your front yard (when allowed by CC&R's) that gives basic information about your house. It also prompts the potential home buyer to get more information about your house through our hot line, web site, or by calling us directly.



Virtual Tours – We hire a professional to take special virtual tour pictures for use, which we place on all of our web sites, plus in the MLS listings.

Real Estate Guide – We run a full page advertisement in the Real Estate Guide Magazine. Within four weeks from when you list your home with us, your home will be featured with *full color* in every issue until sold.



Prudential Real Estate Network – The national organization networks with a referral and relocation system that quickly ties all Prudential agents together through information sharing. Search engines lead lookers to the Prudential National web site that promotes all of our listings, including yours.

Websites – The internet is the leading location where people look for homes.

According to recent statistics...

75%	of US households have internet access
90%	of home searches look for home listings on the internet
70%	of home buyers say that the internet is integral in their purchase



Websites – We spend a lot of time, money, and energy to give your home a broad presence on the major real estate search engines. Your home will be featured on the following real estate websites:



- Realtor.com – America’s #1 real estate website! We pay a **premium** to have our homes be Featured Homes and Showcase Homes. Your ad will have a complete set of pictures, a virtual tour, and a full write-up. Most agents have one picture, no virtual tour, and no write-up.
- Homes.com – We pay a **premium** to have our homes be Premier Listings with a Headline and Banner Text. Again, your ad will have a complete set of pictures, a virtual tour, and a full write-up.
- Yahoo.com – “Everybody uses Yahoo!” is what our clients say to us. Prudential has teamed with Yahoo to list our properties.
- Google.com – perhaps the most widely used search engine in the world.
- Trulia.com – is quickly becoming one of the major players. Your home will be advertised here.
- TourFactory.com – A leading virtual tour website. Your home and virtual tour will be advertised here.
- HarmonHomes.com – Also a growing real estate search engine.
- Move.com – Another growing real estate search engine.
- Msn.com, Excite.com, Iwon.com, Compuserve.com
- KPHO.com – a Phoenix radio station, plus over 70 other radio station websites throughout the country.
- Prudentialproperties.com – “The Rock” people searching Prudential’s real estate website will find your home.
- BiggsRealtors.com – Our personal website where many people go to search the Prescott MLS and to view our listings.



A sampling of where home buyers are searching...

