



**Using the WEB**  
to sell your home

**Presented By:**



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# Better Software, Better Results

I'm a member of the most powerful real estate network in the world, and for good reason. Most software only puts your home on a single website, but with my web marketing solution, your home can be advertised on hundreds of local websites.

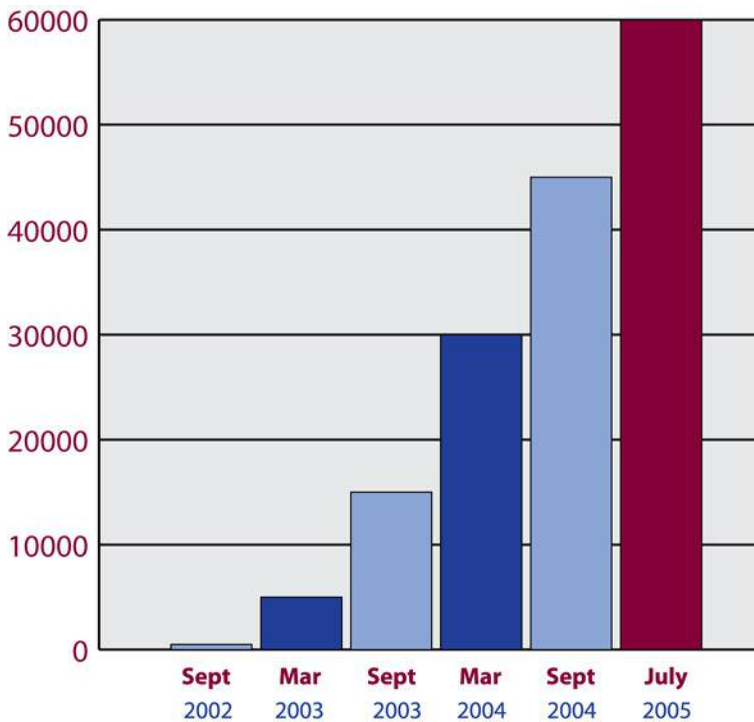
This exclusive web network that I belong to includes:



Over 9,000 websites in Canada

Over 71,000 websites in the US

5,000 other websites in 99 countries



This web network, launched in January of 2003, grew to include the websites of over 60,000 real estate professionals in just over two years.

# Where do buyers **FIND** homes?

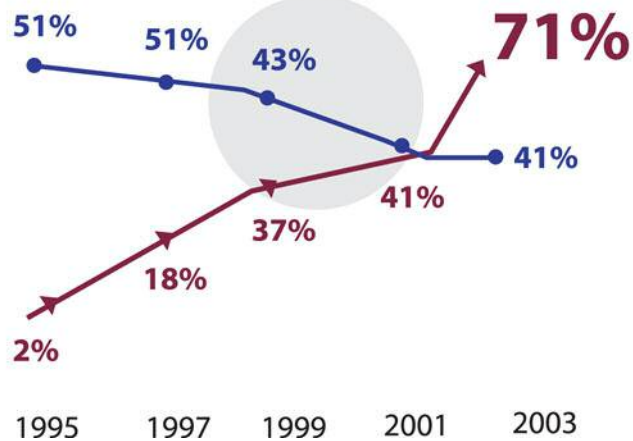


**Answer:** [Point2Homes.com](http://Point2Homes.com)

The reach of the Internet in terms of real estate marketing recently extended beyond that of any other medium.

Quite simply, online marketing is the best way to reach buyers, and this is truer every day. An agent who recognizes this will be ahead before even beginning to market your home.

“2003 marked a milestone in the technological evolution of the real estate industry. For the first time, more buyers used the Internet as an information source than used newspapers.”<sup>1</sup>



1. REALTORS® and Technology: 2004 National Association of REALTORS® Technology Impact Survey Report, Published by the National Association of REALTORS®, 2004, page 23

# Where do buyers SEARCH?

## Search Engines

When buyers begin their home searches, they typically start with a search engine such as Yahoo! or Google. If you list with me, I can offer a very important search engine advantage.

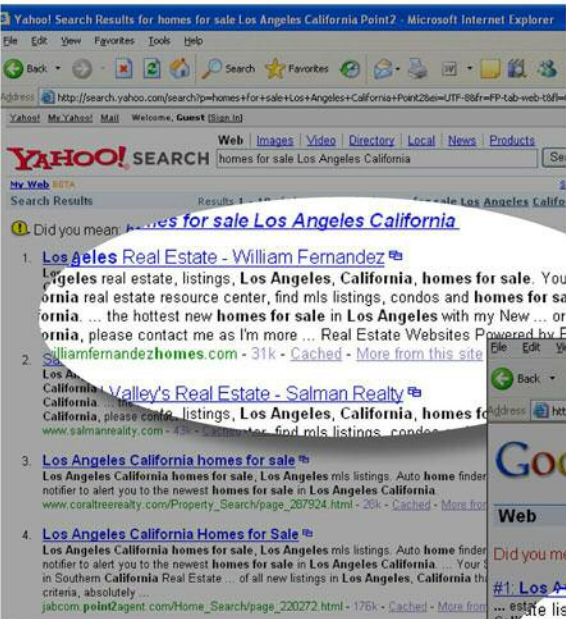
Homes that I list can get their own web addresses. This means that your home will essentially have its very own website, which will allow it to be found directly by search engines.

In most cases, search results will include several enormous listing sites, many of which actually require buyers to register just to look at listings. When your home appears, however, it can be viewed directly with no additional searching and certainly with no registration.

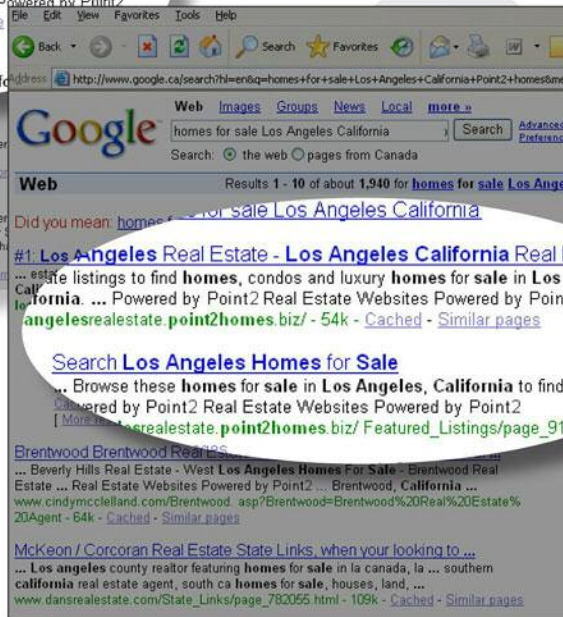
I can make your home very easy to find on the Internet.



Homes that I list can get their own web address.



Better results in Yahoo . . .



and better results in Google™

# What are your buyers **LOOKING** for?



## Photos

97% of buyers find property photos at least somewhat useful, and photos are considered the most valuable online feature.\* This is not surprising — what is surprising is how many major real estate websites have no photos, very few photos, or photos of poor quality. Buyers must be able to visualize themselves in your home, which is why I provide high-quality photographs on my website.

## Detailed Property Information

Just as is the case with photos, 97% of buyers find detailed property information at least somewhat useful.\* Of course — who wouldn't want to gather as much information as possible before purchasing a home? Details on most major listings sites, however, are often very hard to come by, and are regularly inconsistent and poorly presented. On my site I am able to enter far more detailed information about your home, giving your potential buyers enough to pique their interest.

“ Buyers want more information. It is amazing how many websites do not give them that information. Mine does. ”

## Value of Online Features

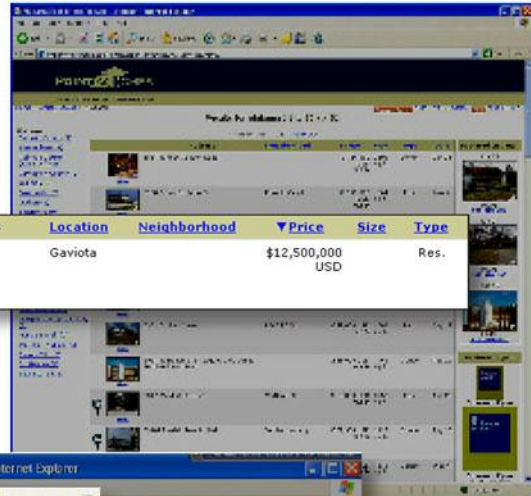
	Very Useful	Somewhat Useful	Not Useful	Did Not Use
<b>Photos</b>	78%	19%	2%	1%
<b>Detailed Property Information</b>	77%	20%	1%	1%

\* Source: The 2003 National Association of Realtors Profile of Home Buyers and Sellers

# Rich DATA

More pictures. More information. More features.

Your home will automatically appear on Point2Homes.com, a next generation homes website that many real estate agents do not have access to.



Address	Location	Neighborhood	Price	Size	Type
	Gaviota		\$12,500,000 USD		Res.

Traffic driven right to your house by giving your listing its own unique url.



Enhanced exposure throughout my website.



My website provides unmatched control over how listing information is presented — my marketing plan for your home can be tailored to best suit your market.



My site allows me to provide more details and photographs of your home — exactly the kind of rich data that has been proven to drive results.

# My Advertising Network

## Agent Handshake™

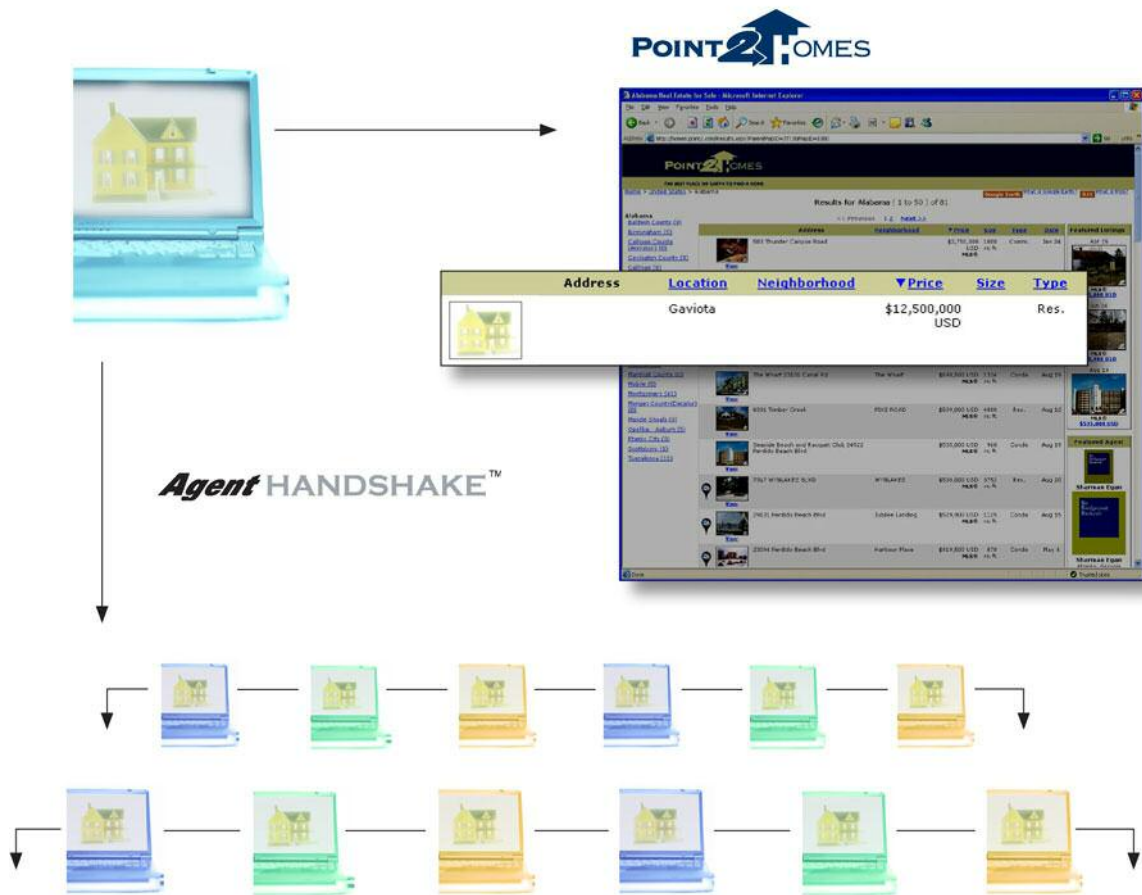
Agent Handshake™ allows real estate professionals to mutually advertise listings. It enables them to create listings that are more attractive, have more information, have better pictures, and quite simply attract more attention. Best of all, there is no guesswork with Handshake™ — the amount of attention a given listing attracts is meticulously tracked from beginning to end.

## Point2Homes

Point2Homes.com is a unique homes website that combines simpler, more intuitive searching with richer, more detailed listings to give buyers an overall easier and more satisfying shopping experience.

Point2Homes.com only contains listings with quality information and at least one photo, and is incredibly fast, which means that buyers are never frustrated by dead ends, incomplete information, or long waits.

Because I am a member, your home will automatically appear on Point2Homes.com, a next generation homes website that many real estate agents do not have access to.



When You Need A True Professional



# Every ADVANTAGE

The Point2 NLS Advantage

Better Listings

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Better Advertising

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Better Results

I've found, researched, and subscribed to the most effective real estate technology available, and I can pass its advantages along to you. Using this software, I can make your home look more appealing than agents using inferior technology, and I can get your home noticed on the web. In modern markets, having a technological edge can make a dramatic bottom-line impact. I have that edge, and am looking forward to using it to your advantage.

