

# Realtor.com Overview for Realtors

## 1. Overview of Realtor.com's Showcase Listing Enhancement:

### Showcase Listing Enhancements

#### Property Promotion to the Largest Audience of Home Sellers and Buyers Online

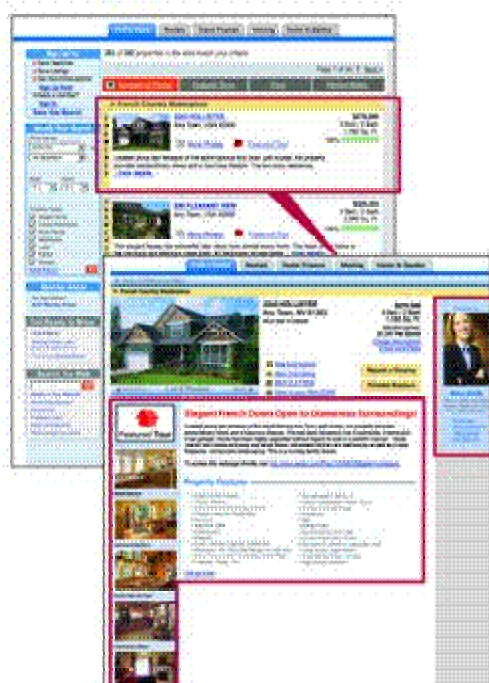
More and more sellers are asking agents to market their homes on REALTOR.com® with multiple photos and detailed property descriptions. With 84% of home buyers saying that photos and detailed property descriptions are the most important features when searching for homes online,(1) these additional marketing services are now becoming standard offerings from the nation's top producing agents.

Homes with 6 photos are viewed in detail 299% more often.(2)

**Showcase Listing Enhancements** makes every listing a lead generator and enables you to capture consumers early in their home selling and buying process.

#### Benefits

- Stand out and let your listings rise to the top on the most viewed page on REALTOR.com®, the Search Results Page.
- Allow home buyers to find your listings by one of their most desired features the photos(1).
- Capture sellers and buyers early in their search.
- Build your personal brand with your photo prominently displayed on every Listing Detail Page.
- Secure more listings by demonstrating to sellers how you use the REALTOR.com® marketing system to help sell their homes for more.



2. Extra information about Realtor.com's Showcase Listing Enhancement. Please call Customer Service at 866-827-1827 for more information and to order your Showcase Listing Enhancement today.

**Four Easy Steps for your company and agents to maximize the marketing power of the Showcase Listing Enhancement Marketing System on the #1 real estate site (1), REALTOR.com ®**

**STEP 1:** Announce to home sellers how you leverage the #1 real estate site (1), to better market homes. Send the [Press Release](#) to local newspapers and other media.

**STEP 2:** Send a [Direct Mail Letter](#) to your desired target, thereby alerting potential home sellers that you'll enhance their home listing on the #1 real estate site (1) with multiple photos and detailed property descriptions so it stands out and rises to the top on the most viewed page on REALTOR.com. ®

**STEP 3:** Incorporate the [Marketing Proposal](#) and [Online Photo Marketing Strategy](#) in all of your client presentations to help secure more listings by demonstrating to home sellers your upgraded online marketing.

**STEP 4:** Send "See More Photos.." [Postcard](#) to demonstrate to home sellers that you provide customers what they want most when searching online for homes. It's simple to upload your own prospect list or choose from another list. You can then have the postcards mailed directly to your prospect list or shipped to you.

A listing in the Find A REALTOR® directory is included with Showcase Listing Enhancements for agents or Agent Web Sites.

**Enhance every one of your listings today!**  
Call **866.827.1827** or email [CustomerCare@Realtor.com](mailto:CustomerCare@Realtor.com)

3. Overview of Realtor.com's Virtual Tour Link and list of companies to order Virtual Tour through. Don't forget you can also direct your customers to order a Virtual Tour at: <http://www.envisionsold.com/360hometours.html>



## Leverage the Power of the **Red Spinning House**

Eighty four percent of home buyers say photos and detailed property descriptions are the most important features when searching online for homes - followed closely by Featured tours (1). The need for REALTORS® to take advantage of these preferences and differentiate themselves as Internet marketing specialists has never been greater. Featured Tours give you the ability to take full advantage of the traffic that is driven to your listings on REALTOR.com® so that consumers don't pass you by.

Home buyers clearly recognize the value of Featured tours, with the "Featured Tours First" display option clicked on more than 120,000 times each day on REALTOR.com® (2). However, you're not just catering to home buyers - you're also strengthening your marketing proposals with home sellers.

- Build your personal brand awareness with your photo prominently displayed
- Make each listing a link for leads to you
- Differentiate how you market homes
- Reach Internet consumers with Featured tours on the #1 real estate site (3), REALTOR.com®
  - Home buyers and sellers spent 75% of the time they searched for a home online on REALTOR.com® (3)
  - REALTOR.com® is used by over 5.7 million prospective home buyers and sellers a month (4)

**Leverage the Power of the Red Spinning House today.**

Order a [hometour360™](#) or order a Featured tour through one of the many [PicturePath™](#) providers.

**hometour360™**

**picturepath™**