

ONLINE MARKETING PLAN



ONLINE MARKETING PLAN OBJECTIVES



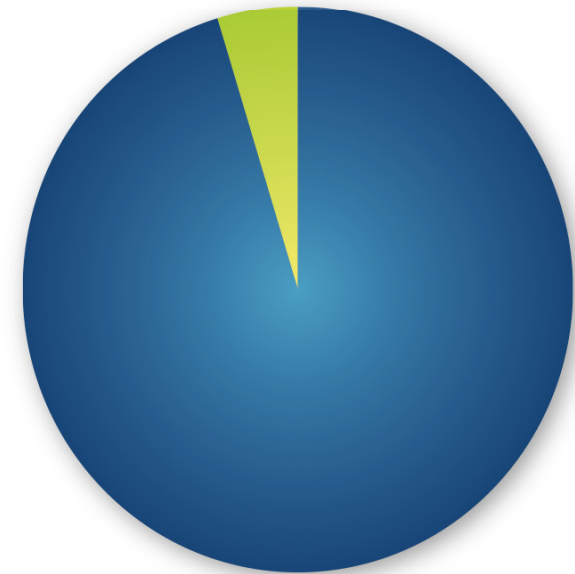
- Reach the widest audience of potential buyers
- Produce activity to attract the best buyer willing to meet your terms, price and desired closing date
- Monitor traffic that results from our online marketing plan
- Study the results and adjust accordingly and get your home

SOLD

YOUR HOME'S PRESENCE ON THE INTERNET IS NOW MORE IMPORTANT TO A LARGER PART OF THE INTERNET



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



- YES – 94.3%
- NO – 4.7%

**ALMOST 30% FOUND A HOME VIA THE INTERNET
UP FROM 2% IN 1997**

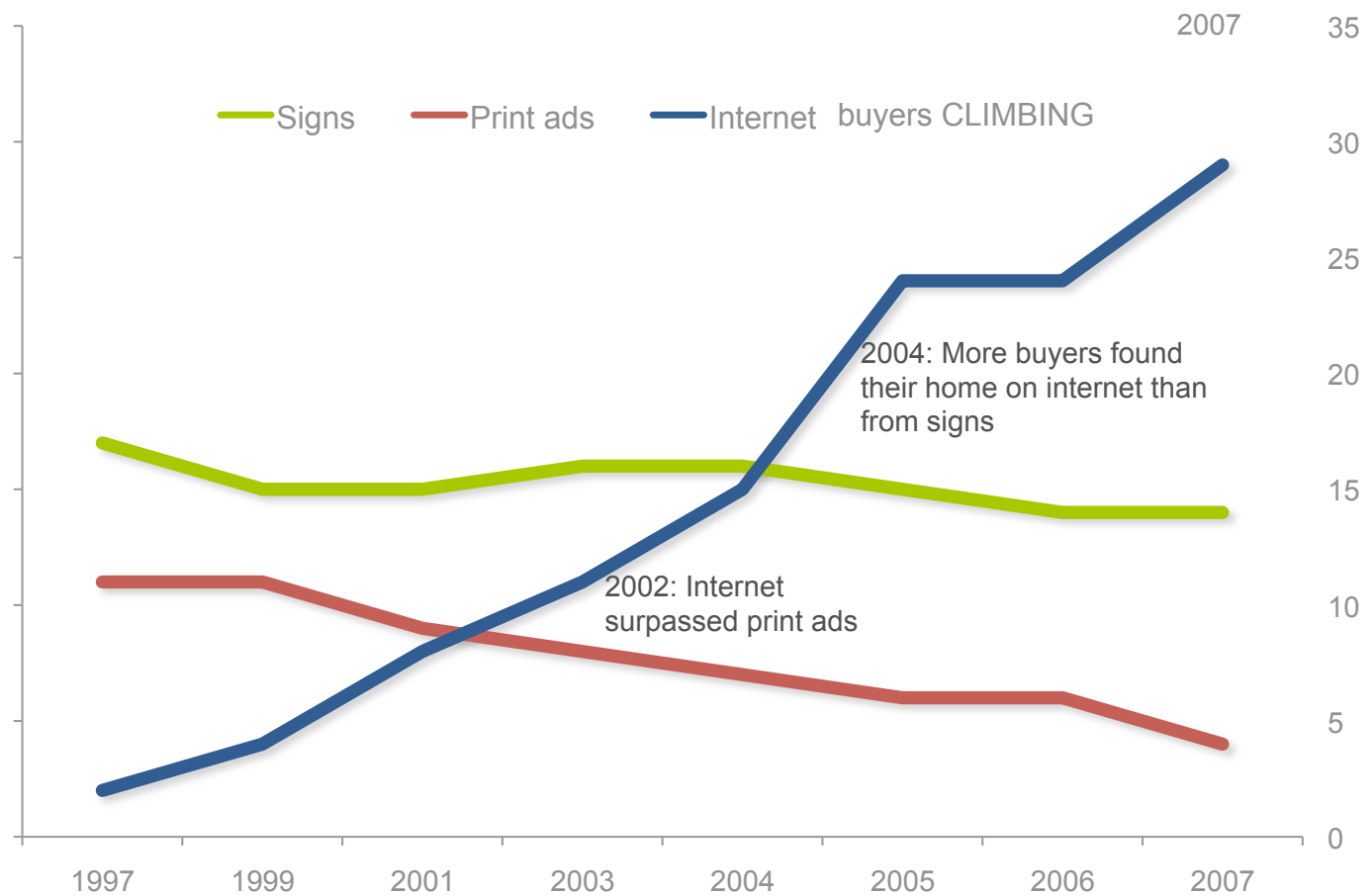


Internet Newspaper

Exhibit 3-9
WHERE BUYER FOUND THE HOME THEY PURCHASED, 1997-2007
(Percentage Distribution)

	1997	1999	2001	2003	2004	2005	2006	2007
Real estate agent	50%	49%	48%	41%	38%	36%	36%	34%
Internet	2	4	8	11	15	24	24	29
Yard sign/open house sign	17	15	15	16	16	15	15	14
Home builder or their agent	3	4	3	7	7	7	8	8
Friend, relative or neighbor	9	8	8	7	7	7	8	8
Print newspaper advertisement	8	8	7	7	5	5	5	3
		3	4	4	5	3	3	3
						1	1	1

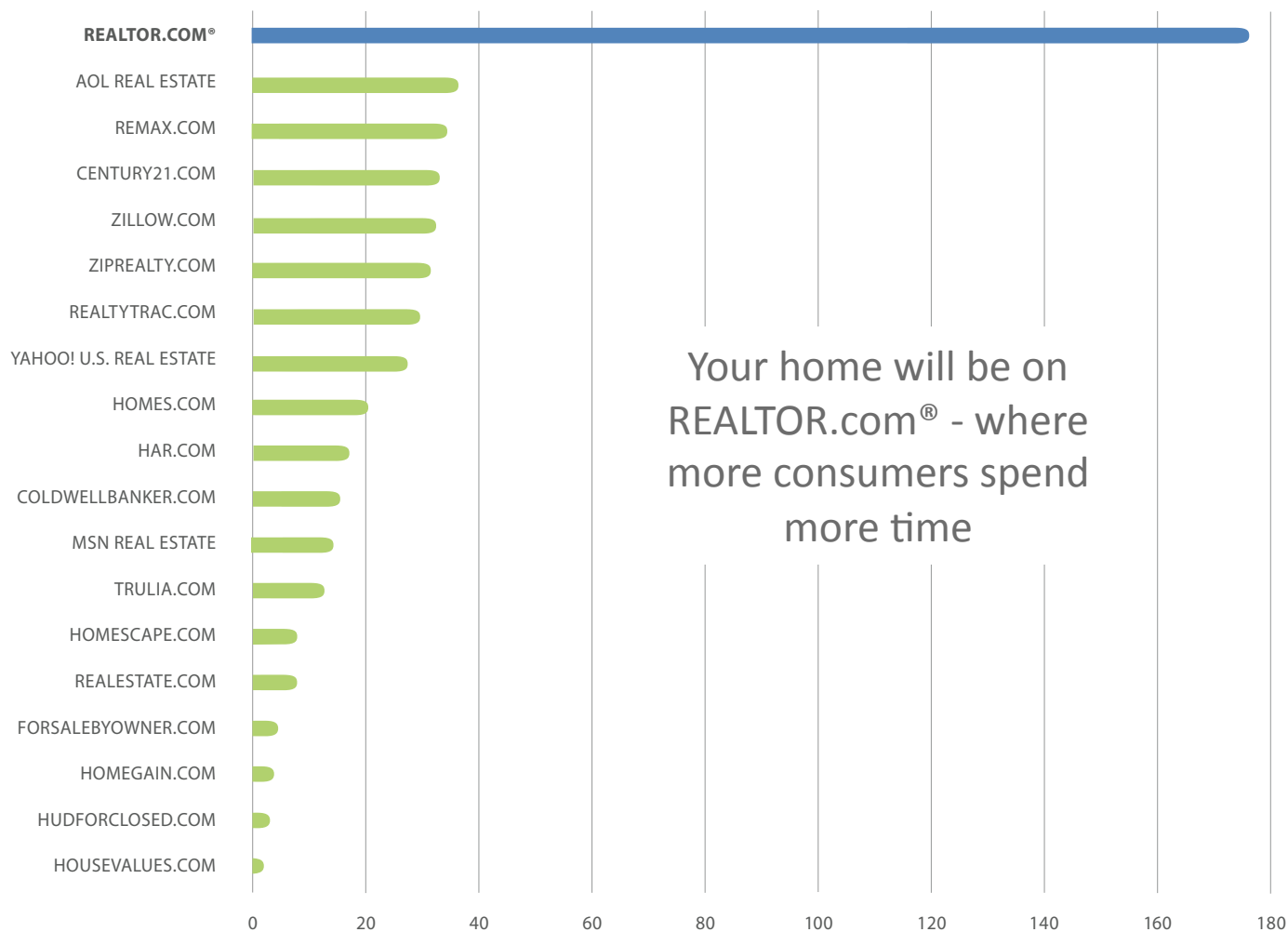
THE INTERNET IS NOW 9 TIMES MORE EFFECTIVE THAN PRINT ADS!



Source: National Association of REALTORS®, Profile of Home Buyers and Sellers, 2007

TOTAL MONTHLY MINUTES SPENT ONLINE

(NATIONWIDE COMPARISON)

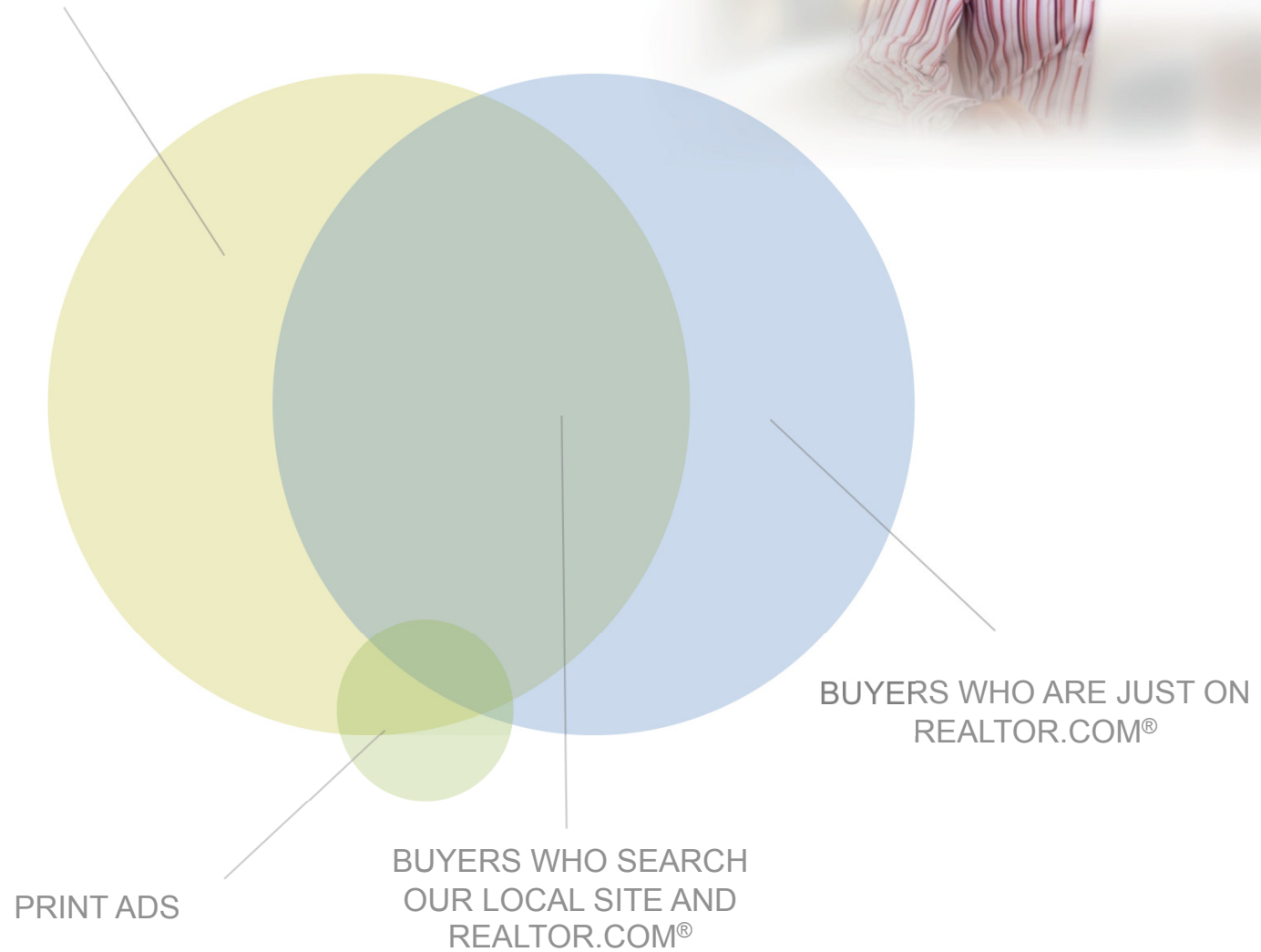


Your home will be on
REALTOR.com® - where
more consumers spend
more time

* Via ComScore Media Metrix, August 2008

REACHING THE WIDEST AUDIENCE

BUYERS SEARCH OUR LOCAL WEB SITE



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, price)
- Multiple photos
- Neighborhood & school information



* Source: ComScore Media Metrix, January 2008 through August 2008, averages.



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



- 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

The image displays two screenshots of the REALTOR.com website interface. The left screenshot shows the search results page for 'Any Town, CA' with a featured listing for '6477 Deep Dell Pl, LOS ANGELES, CA 90068'. The right screenshot shows the search results page for 'Any Town, USA' with a featured listing for '2243 Hollister, Any Town, USA 00000'. Both screenshots show the search filters, the 'Find a Home' button, and the 'Featured Homes' section. The right screenshot also shows the '299 real estate listings found' section with a 'Sort by' dropdown and a 'View as' dropdown.

REALTOR.com Official Site of the National Association of REALTORS®

Find a Home | Home Finance | Moving | Home Improvement

2243 Hollister, Any Town USA 00000
 \$279,500
 (\$1,150 per month) | Personalize this estimate | Check local mortgage rates
 3 Bed, 2 Bath, 1,785 Sq Ft

Slice of Heaven in Any Town

Presented by Kelly Agent
 Office: (800) 555-3333
 Fax: (888) 555-3333
 Mobile: (888) 555-3333
 Home: (888) 555-3333
 Email Agent
 Visit Agent's Website

Brokered by QUEST REALTY
 Office: (800) 555-3333
 Fax: (888) 555-3333
 Mobile: (888) 555-3333
 Home: (888) 555-3333
 Email Broker
 Visit Broker's Website

Open House Times
 Sun, Sep 17, 2006 (View details)
 1:30 pm - 4:30 pm
 Sun, Oct 12, 2006 (View details)
 1:30 pm - 4:30 pm

Agents Other Real Estate Listings

415 Bracken Dr, AnyTown USA 00000
 \$650,250
 3 Bed, 3.5 Bath, 2,920 Sq Ft

Property Information for 2243 Hollister
 Located along two fairways of the world-famous Any Town golf course, the property provides extraordinary views and a luxurious lifestyle. The two-story residence has 3 bedrooms, 2 baths and 2-car garage. Home has been highly upgraded without regard to cost in a tasteful manner. Home interior has marble entryway and wood floors, remodeled kitchen and bathrooms as well as 2 cozy fireplaces. Immaculate landscaping. This is a turnkey family dream.

Property Features

- Single Family Property
- Area: Evergreen
- Year Built: 1996
- 3 total bedroom(s)
- 2 total bath(s)
- 2 total bedroom(s)
- 2 total bedroom(s)
- Year Built: 1996
- Single Family Property

- Style: Cape Cod
- Dining room
- Family room
- Office
- Laundry
- Family room
- Office
- Family room
- Dining room
- Style: Cape Cod

- Fireplace features: Gas Starter
- Swimming Pool(s)
- Spa/hot tub(s)
- 2 car garage
- 5 car garage
- 2 car garage
- 5 car garage
- 2 car garage
- Fireplace features: Gas Starter



What **SHOWCASE LISTING ENHANCEMENTS** does to help sell your property.

- More exposure for your property
- Up to 25 Jumbo Photos
- Listing video tours
- Promote open houses

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.



FEATURED HOMES™

I have reserved the most visible position for your home in the REALTOR.com® Featured Homes™ Marketing SystemSM – available on an exclusive basis to very few REALTORS® in each market.



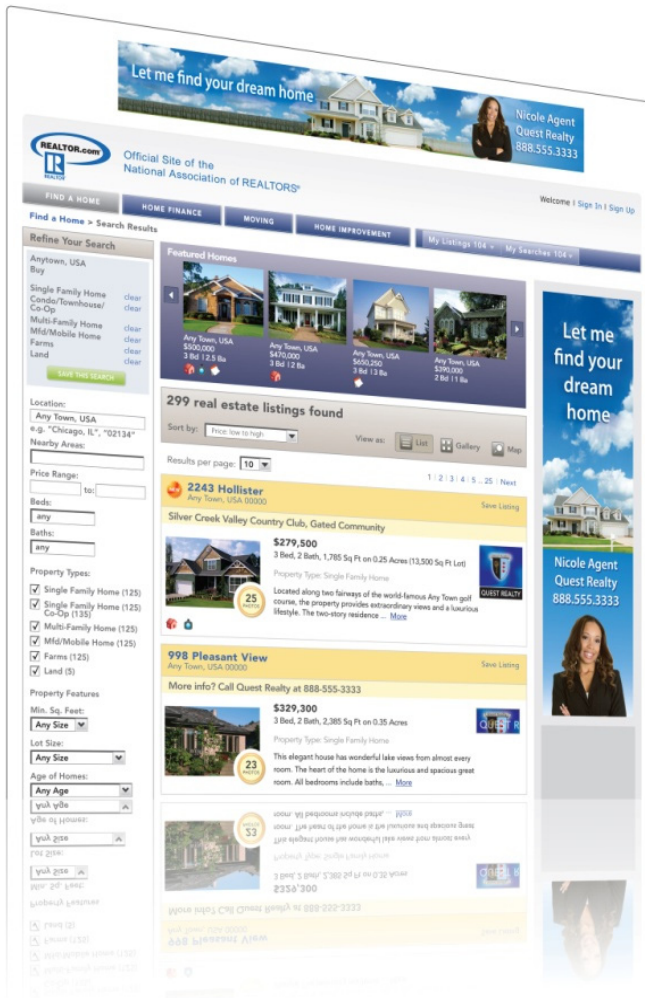


FEATURED HOMES™

Your home will be selected for rotation in one of these exclusive positions – the most prominent location for your home on the #1 real estate website.*

* Source: ComScore Media Metrix, January 2008 through August 2008, averages.

CAPTURING BUYERS ON REALTOR.COM®



FEATURED AGENT™ MARKETING SYSTEMSM

- I know that the best way to sell your home is to attract as many buyers as possible, so that you have a better chance of finding the one who can offer you the best price, terms and closing date.
- My advertising position on REALTOR.com® is working 24 hours, 7 days a week **bringing buyers to me**

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.



Detailed Report

Presented By:

Kelly Agent
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Mobile : (888) 555-0909
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QUEST REALTY
Office : (888) 555-5555
Fax : (888) 555-7777
Email : info@questrealty.com

Property Info:

MLS#: 0123456
Listing Price: \$279,500
Listing Features: Virtual Tour, Featured Home
Address: 2243 HOLLISTER ST.
ANYTOWN, NV

Total Property Views for: 2243 Hollister Street, Anytown, NV

Weekly Totals					
Week Ending	Property Views	Featured Tours	Featured Homes	Open Houses	Totals
09/28/2008	1033	N/A	532	N/A	1565
09/21/2008	1551	N/A	534	5	2085
09/14/2008	1746	N/A	572	2	2318
09/07/2008	1313	N/A	516	N/A	1829
08/31/2008	1224	N/A	504	4	1728
08/24/2008	912	N/A	435	6	1347
08/17/2008	1154	N/A	485	2	1639
08/10/2008	1102	N/A	555	3	1657
08/03/2008	1063	N/A	513	N/A	1576
07/27/2008	673	N/A	345	N/A	1018
07/20/2008	1268	N/A	662	7	1930
07/13/2008	394	N/A	500	5	899

Monthly Totals	
Month	Property Views
Aug 2008	7207
Jul 2008	6170
Jun 2008	3393
May 2008	1066
Apr 2008	973
Mar 2008	252
Total:	26912