

ONLINE MARKETING PLAN

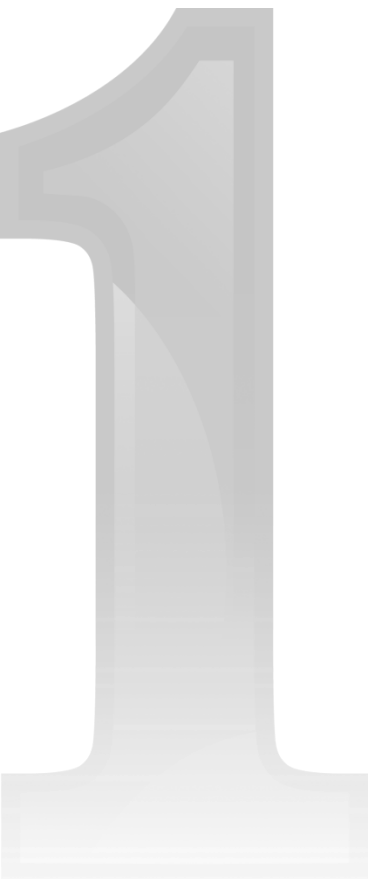


ONLINE MARKETING PLAN OBJECTIVES

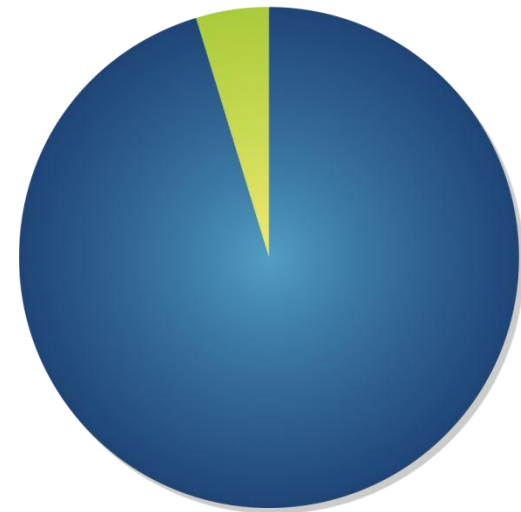


1. Reach the widest audience of potential buyers
2. Produce activity to attract the best buyer willing to meet your terms, price and desired closing date
3. Monitor traffic that results from our online marketing plan
4. Study the results and adjust accordingly and get your home **SOLD**

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



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

	1997	1999	2001	2003	2004
Real estate agent	50%	49%	48%	41%	38%
Internet	2	4	8	11	15
Open house	17	15	15	16	16
Neighborhood sign/open house sign	3	4	3	7	7
Home builder or their agent	9	8	8	7	7
Friend, relative or neighbor	8	8	7	7	5
Print newspaper advertisement	3	3	4	4	5

INTERNET →

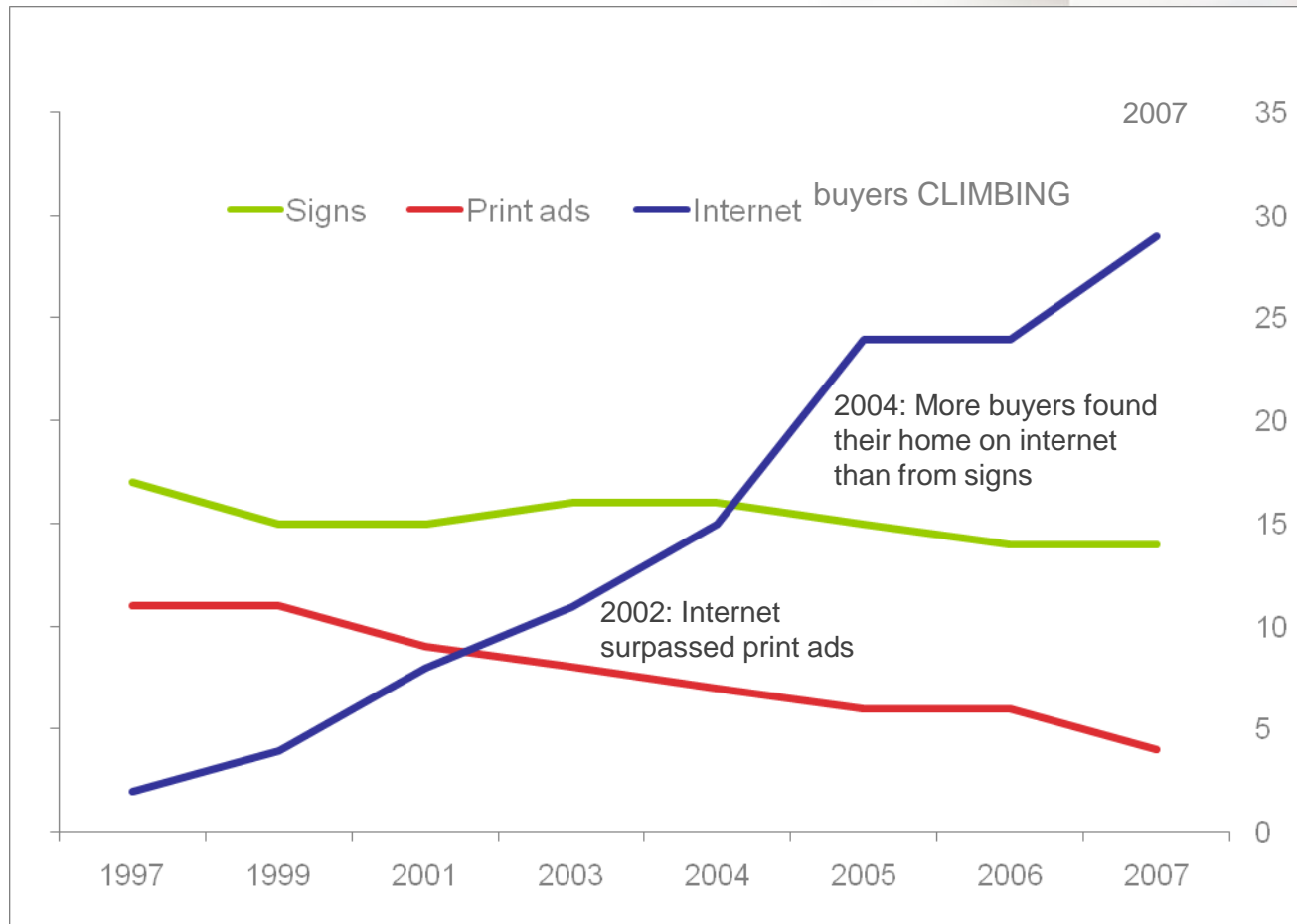
PRINT ADS →

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

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



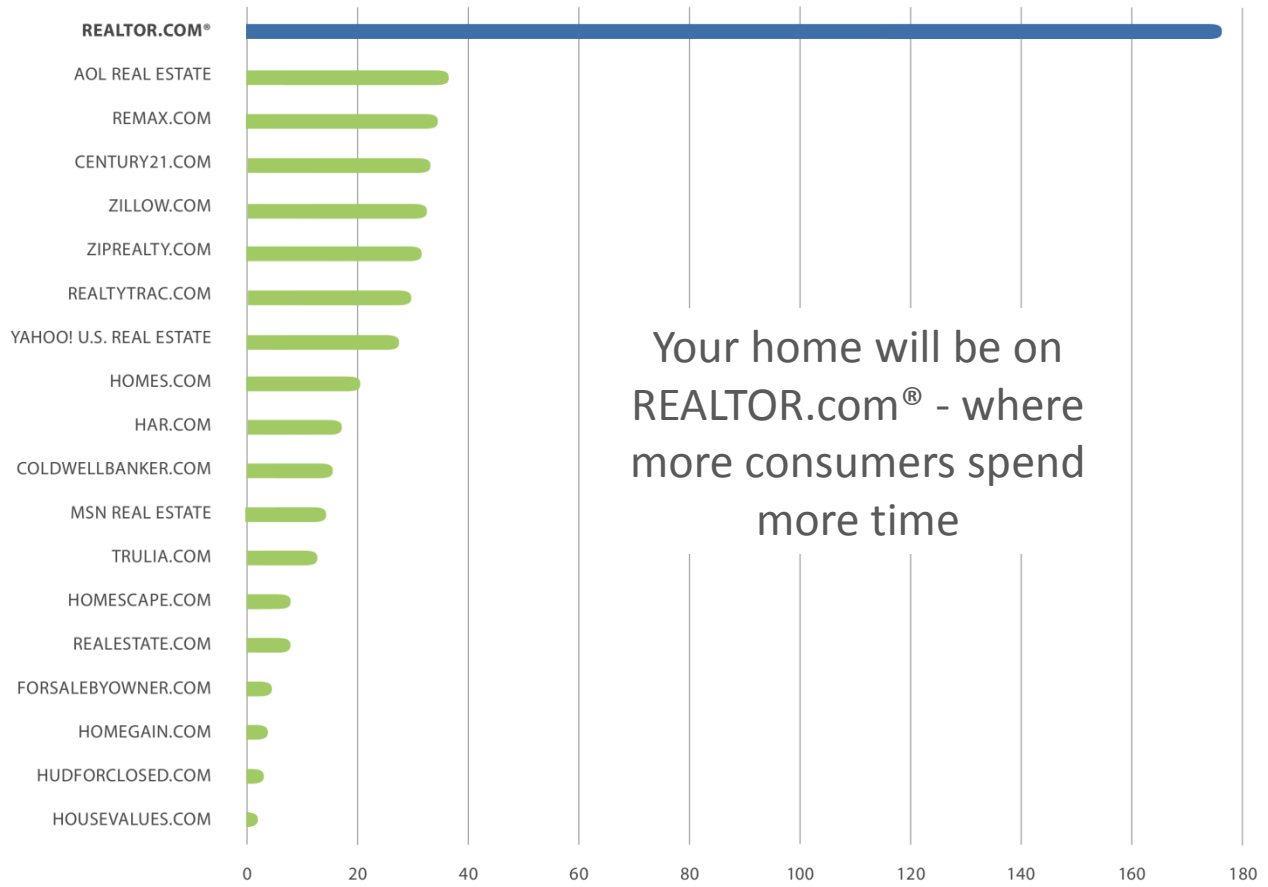
SOLD



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

TOTAL MONTHLY MINUTES SPENT ONLINE

(NATIONWIDE COMPARISON)

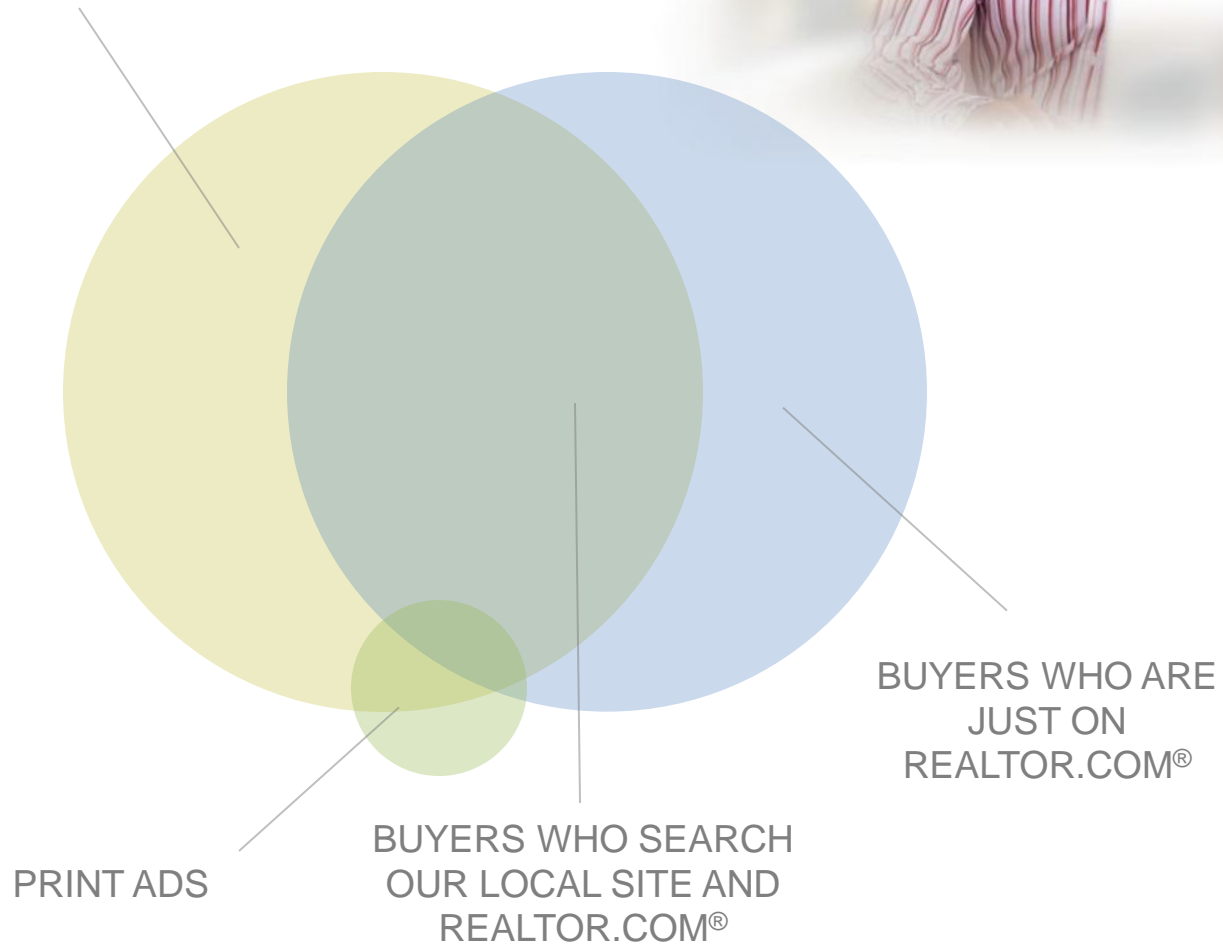


Your home will be on
REALTOR.com® - where
more consumers spend
more time

* Via ComScore Media Metrix, August 2008

REACHING THE WIDEST AUDIENCE

BUYERS SEARCH OUR LOCAL WEB SITE



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, price)
- Multiple photos
- Neighborhood & school information



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



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

We 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

We will upgrade your listing on REALTOR.com® to be more prominent using REALTOR.com® **Showcase Listing Enhancements.**



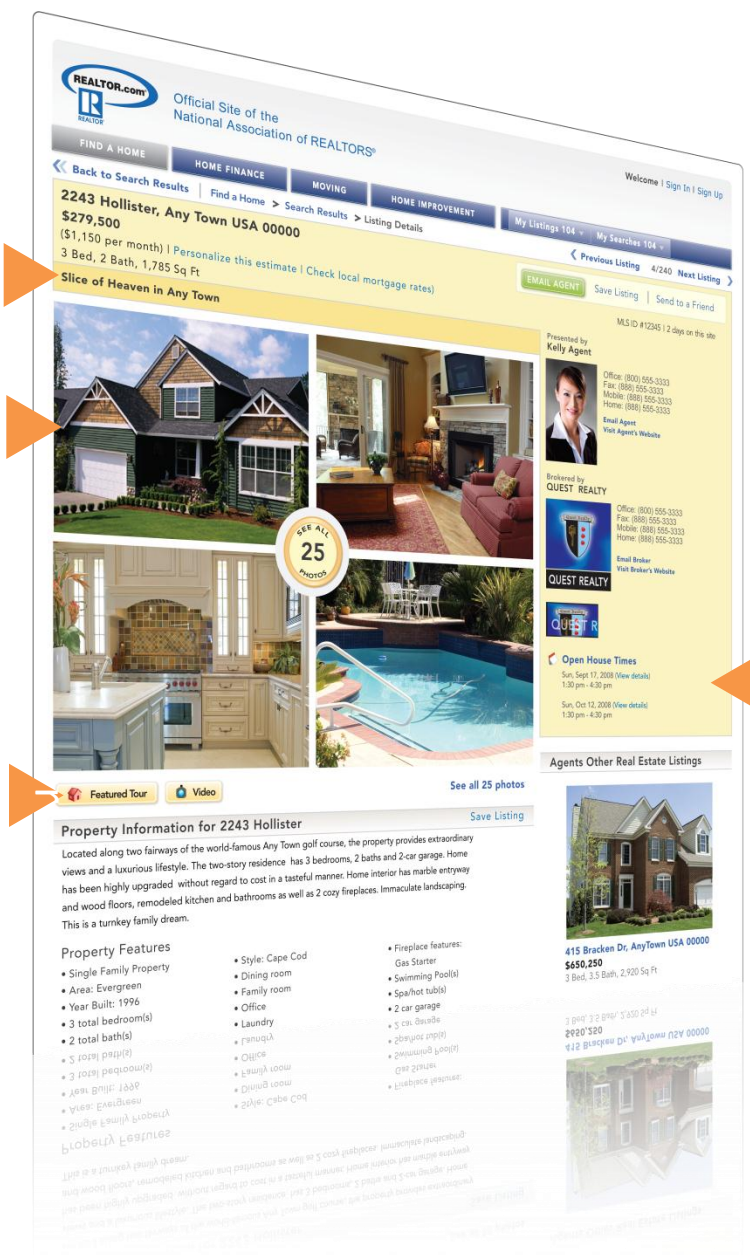
SHOWCASE LISTING ENHANCEMENTS MARKETING SYSTEMSM



- Your home will be more visible to buyers
- We receive customer leads directly so we can personally respond to buyers and therefore save you your equity
- There are additional enhancements we can add to your listing to show off the best features

The screenshot displays the REALTOR.com website interface. At the top, there's a navigation bar with 'FIND HOMES', 'HOME FINANCE', 'MOVING', and 'HOME & GARDEN'. Below this is a search bar with 'Any Town, CA' entered. A 'Search' button is visible. To the right, there's a 'Refine Your Search' section with various filters like 'Anytown, USA', 'Buy', 'Single Family Home', etc. The main content area shows a grid of featured homes with images and basic details. A sidebar on the right contains a 'WHAT'S YOUR HOME WORTH?' section and a 'National Association of REALTORS®' logo. The bottom of the page shows a list of search results, including '2243 Hollister' and '998 Pleasant View'.





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

OUR COMMITMENT TO YOU



- We are accountable
- We 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.

