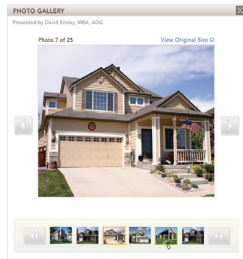


# Take a look at the NEW Premium Showcase Listing page

Stand out with larger gallery photos



More powerful call-to-action

EMAIL AGENT

More integrated personal branding and contact information



Upload full motion video



Better placement of Company Brand



Display virtual tour



Stronger open house alerts



Engage consumers with custom property description

**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... (text continues)

Drive more sales with a more robust lead form

Send an Email | Request a Showing

Email To:  Agent (Mary Smith)  Broker (Quest Realty)  Friends ( )

Your Name:

Your Email Address:

Message:

Send a copy of this message to me

I found this listing on REALTOR.com. REALTOR.com provides you with access to the most comprehensive and timely listings of residential properties to buy and rent.

Can't read the word? [Get a new image](#)

We will never share your personal information. [Privacy Policy](#)

**SEND EMAIL**

## Why are Premium Showcase Listings better than before?\*

- Consumers spend 70% more time viewing them on search results page
- Two-thirds of respondents remember the broker/real estate agent information after viewing
- Nearly half of consumers perceive Showcase Listings as "nicer" homes
- Nearly half of consumers believe the agent knows "how to sell"
- Over 80% of consumers say that Showcase Listings are more attention grabbing

\* Source: Eyetools Study for Move, Inc., 3/14/08



## Free Benefits Package for all REALTORS® plus Premium Member Services

New features of Free REALTOR.com® Benefits Package:	New features of Premium REALTOR.com® Member Services:
<ul style="list-style-type: none"> <li>• 1 free photo is now 4 free photos</li> </ul>	<p><i>Includes all basic features PLUS:</i></p> <ul style="list-style-type: none"> <li>• 6 photos went to 25 photos</li> <li>• Larger photos (up to 15 times larger)</li> <li>• Emblem on search result page counts extra photos</li> <li>• Emblem on detail page clicks to more photos</li> </ul>
<ul style="list-style-type: none"> <li>• Mobile phone search</li> </ul>	<ul style="list-style-type: none"> <li>• Mobile phone searches show your enhanced listings</li> <li>• Some phones possible to “click to call”</li> </ul>
<ul style="list-style-type: none"> <li>• New search capabilities: “single field”, map, photo gallery, neighborhood</li> </ul>	<ul style="list-style-type: none"> <li>• Featured Homes™ are seen on each search results page</li> <li>• Premium search display has larger footprint (20%)</li> <li>• Branding on gallery searched listings</li> <li>• Branding on map searched listings</li> </ul>
<ul style="list-style-type: none"> <li>• Neighborhood / school info. on base listings</li> </ul>	<ul style="list-style-type: none"> <li>• Neighborhood search listings include branding</li> </ul>
<ul style="list-style-type: none"> <li>• Find Home Values function</li> </ul>	<ul style="list-style-type: none"> <li>• Contact info. can be found on the active comparables</li> </ul>
<ul style="list-style-type: none"> <li>• 15 minute updates</li> </ul>	<ul style="list-style-type: none"> <li>• Updated listings accommodate extreme photo size</li> </ul>
<ul style="list-style-type: none"> <li>• Featured Blogs</li> </ul>	<ul style="list-style-type: none"> <li>• Blogs can be integrated into Featured Websites</li> </ul>
<ul style="list-style-type: none"> <li>• Find a REALTOR® (white pages)</li> </ul>	<ul style="list-style-type: none"> <li>• Find a REALTOR®: photo, email button and links</li> </ul>
<p>-</p>	<ul style="list-style-type: none"> <li>• Three contact points hug top, side and bottom of listing</li> </ul>
<p>-</p>	<ul style="list-style-type: none"> <li>• Agent and company branding appear incorporated into listing</li> </ul>
<p>-</p>	<ul style="list-style-type: none"> <li>• Automatically promotes your 3 most similar listings</li> </ul>
<p>-</p>	<ul style="list-style-type: none"> <li>• Consumers can save home searches which include your contact info and branding</li> </ul>

Tour the all new REALTOR.com® by visiting <http://marketing.realtor.com/newbenefits>