

Listing Enhancements



Real Living Features that Sell Homes Fast

Real Living offers you digital, traditional and mobile extras to market your listings more effectively than ever before! These attention-grabbing features generate visibility, interest and sales. Here is a complete lineup of enhancements now available.

Property URLs – A free address Web site for every listing you enter into your MLS.

Sent to you automatically via email, your listing immediately claims its own URL in the format: <http://YourAddress.RealLiving.com>. This site links directly to the property information page, making it easy to feature in emails, newsletters, craigslist – anywhere you are promoting your listings. Normally, you have to purchase these from an outside vendor at a cost of \$25 or more, but with Real Living it's free.

Google Mapping

Your listing will be enhanced with free Google mapping tools when it is posted on RealLiving.com. Google makes your property page interactive and allows buyers to see the immediate neighborhood as well as distances to schools, stores and other destinations.

Talk With Me Now! And Text Me Now!

Real Ping lets a potential online buyer contact you instantly via voice or text on your cell phone. This anytime, anywhere free feature helps win listings and makes it easy to respond quickly to leads. Talk With Me Now! And Text Me Now! interactivity is automatically included on all online property listings including Real Living syndicated Web sites like Zillow and trulia. A similar service featuring email is available through the Real Living Business Center for a minimal cost.

Virtual Tours and Video

A virtual slideshow of your property is automatically created when you post your listing with photos on RealLiving.com or your MLS. To boost response, create your own video with a discount price from one of our partners. Recent research points to a 13% increase in sales with online videos.

Elegant Homes – Luxury Homes

Through Market Advantage, your high-end listings have access to Elegant Homes branded marketing including a home tour slideshow.

Elegant Homes is a unique, luxury home marketing program with listing syndication on more than 20 popular affluent real estate Web sites including UniqueHomes.com, LuxuryRealEstate.com, WallStreetJournal.com, UniqueGlobalEstates.com, NYTimes.com, and duPontRegistry.com. The cost for this enhanced program is only \$49 per listing.

Print advertising is available at preferred rates through the *Wall Street Journal*, *Unique Homes*, *duPont* and the *Robb Report*.

