



Bernie Griwatz REALTOR.com® Marketing System

*Reaching more potential
buyers for your home*



Century 21 Premiere

*Bernie Griwatz
Realtor*

970-759-4582

berniegriwatz@earthlink.net





- **Most Agents Only Market "TO" Home Sellers -
I Market "FOR" Home Sellers, "TO" Buyers**
- **Most Agents merely "POST" your listing -
I "HOST" your home to the largest audience of
home buyers online**

*I make sure your home receives the exposure it
deserves with powerful REALTOR.com® marketing*



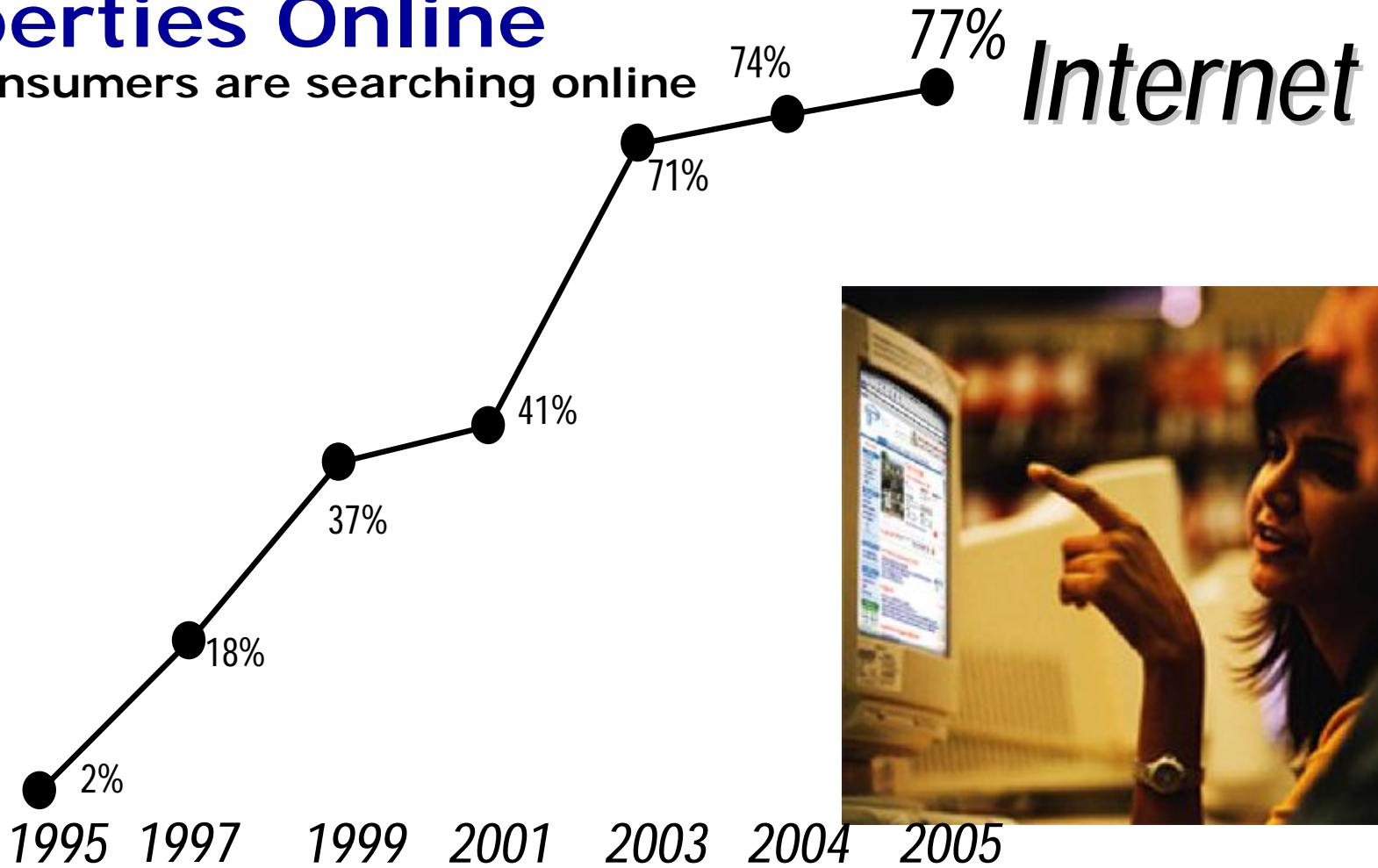
The Importance of Online Marketing

- Home buyers use the Internet to search for a home more than any other media.
- Home buyers say the two most important features are photos and detailed descriptions.
- Buyers are nearly 5 times more likely to find the home they purchase online rather than in the newspaper.*



Why I Market My Properties Online

More consumers are searching online





I will market your home on these sites:





Buyers spend more time on REALTOR.com[®] than any other real estate site on earth

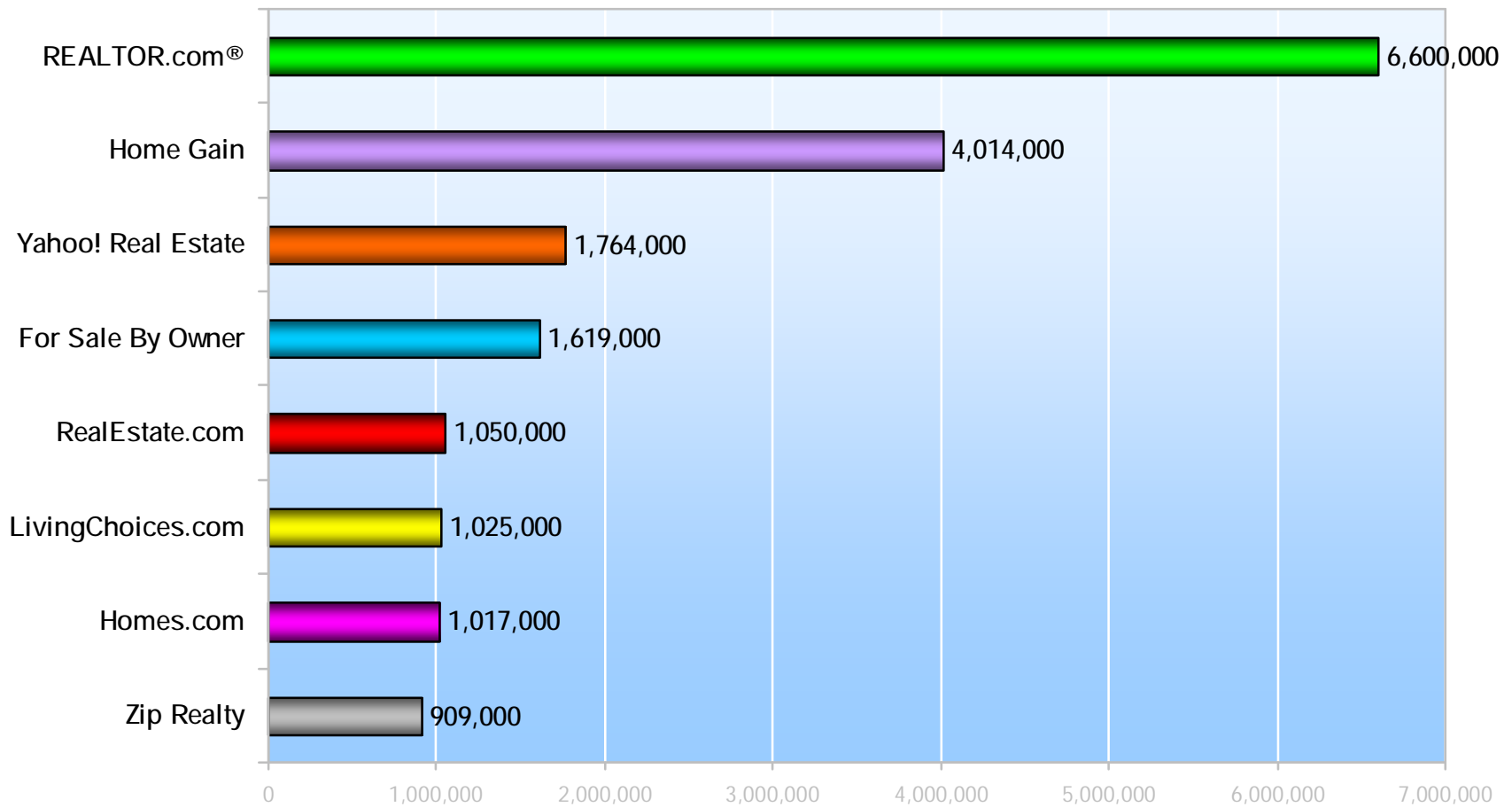


*Media Metrix – based on reporting of the time online users spent during 2005 on REALTOR.com[®] and other comparable real estate listing aggregation sites and excluding sites of franchisors/brokerages .



More buyers search REALTOR.com®

Total unique users per month



Source: Media Metrix average for 2005 for select real estate aggregation sites



How would you like your home marketed?

Online

Newspaper



Comprehensive content includes customized home description, multiple photos, and interactive consumer contact opportunities which enable me to provide your home with the exposure it deserves.

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

Find a Home | Rentals | Home Finance | Moving | Home & Garden

← BACK TO PREVIOUS PAGE

Fresh Country Masterpiece

2243 HOLLISTER
Any Town, NV 81363
MLS ID#: 0120466

\$279,500
3 Bed / 2 Bath
1,785 Sq. Ft.
Estimated tax/year: \$1,547 Per Month
[Change Assesment](#)
[Check Local Rates](#)

[Map & Directions](#)
[Save This Listing](#)
[Send to a Friend](#)
[Send to your REALTOR®](#)

[Request a Showing](#)
[Printable Brochure](#)

Presented by
Mary Smith
Phone: (888) 555-8555
Mobile: (888) 855-1235
Fax: (888) 555-2333
- Email Agent
- Send Content to Me
- Call My Agent
- Visit My Site

Featured Tour

Elegant French Doors Open to Glamorous Surroundings!
Located along two highways 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 easy fireplaces. Immaculate landscaping. This is a turnkey family dream.

To access this webpage directly, use <http://www.realtor.com/Prop/1234567890?qr=home2000>.

Property Features

- Single Family Property
- Owner's Version
- Stylic Detached Residence, Spanish
- Floorplan features: Family room
- Two story
- Year Built: 1999
- 3 bedrooms
- 2 bath(s)
- Walk-in Refrig. Cabinet, Dishwasher
- Microwave, Dish Oven, Stove Range, Laundry room
- Screen Room, Cable TV available, Family Room
- Freshwork, Carpet, Tile
- Approximately 1,784 sq. ft.
- Exterior construction: Frame, Stucco
- Roofing: Concrete-Frame
- Fireplace(s)
- View
- Zoning: PUD
- Approximate lot is 9-6,800.
- Lot size is 950 Paved 114 sqrd
- See agent for details on association fees
- Middle School, State Street
- Junior/Middle School, Seminars
- High School, Newberry

Find out more

Mark's Bedroom
Spacious Dining Room
Country Style with Deck
Contemporary Kitchen
Bright Bedroom

REALTOR.com®



**Other methods I will
employ to effectively
market *your* home online**



I am a Local Online Marketing Specialist

Home buyers will see your home on
www.C21premiere.com and my
personal Web site at
www.DurangoNewHomes.com

REALTOR.com®



I will Showcase Your Home on REALTOR.com®

When you select me to market your home, I will ensure that your home is marketed on REALTOR.com®, and thus open the door to millions of online buyers actively looking to purchase.

Benefits:

- I will add what consumers want most - photos
- I will craft a powerful custom property description
- Buyers can inquire about your home 24/7 via email, phone or fax

A screenshot of a REALTOR.com property listing page. The page features a large photo of a two-story house with a garage. The listing details include the address '2243 HOLLISTER Any Town, NV 81363', the price '\$279,500', and '3 Bed / 2 Bath 1,785 Sq. Ft.'. There are buttons for 'Map & Directions', 'Save This Listing', 'Send to a Friend', and 'Request a Showing'. A sidebar on the right shows the realtor's name 'Mary Smith' and contact information. The main text describes the property as an 'Elegant French Doors Open to Glamorous Surroundings!' and lists various features like 'Single Family Property', 'Gourmet Kitchen', and 'Hardwood Floors'. A 'Featured Tour' section on the left shows a series of smaller photos of the interior.



Featuring Your Home First

There are a limited number of Featured Homes™ positions available in your market. That is why I have secured space to ensure that your home gets top local billing on the #1 real estate site – REALTOR.com®*

Featured Homes are seen 500% more often, on average! **

Featured Homes™ ensures that your home is seen before most of the other homes in your neighborhood and links buyers directly to your property's details.

Benefits:

- Differentiates your home in front of millions of potential buyers.
- Attracts targeted home searches to your property

The screenshot shows the REALTOR.com website interface. At the top, the REALTOR.com logo is on the left, and the text 'Official Site of the National Association of REALTORS®' is on the right. Below the logo is a navigation bar with buttons for 'Find a Home', 'Rentals', 'Home Finance', 'Moving', and 'Home & Garden'. The main content area is divided into two columns. The left column is titled 'Featured Homes™' and displays four property listings. Each listing includes a photo, the price, the number of bedrooms and bathrooms, the location, and icons for 'Open House' and 'Featured Tour'. The right column is titled '312 properties to match your criteria' and includes a 'Sort results by:' section with radio buttons for 'Photos' and 'Featured Tours'. Below that is a 'Property types:' section with checkboxes for 'Single Family Home', 'Condo/Townhouse/Co-op', 'Multi-Family Home', 'Rentals', 'Mid/Mobile Home', 'Land', and 'Farms'. A 'SHOW PROPERTIES >' button is located at the bottom of the right column. A lightbulb icon and text at the bottom of the right column indicate options for 'Too many results?' and 'Too few results?'.

* Media Metrix – reporting the average number of unique visitors to the site each month of 2005

** Based on Homestore, Inc.'s internal analysis for October 2005-January 2006, average measure of property showings with Featured Homes versus property showings for non-Showcase Listings



Featuring Your Community on REALTOR.com®

I hold one of a select few Featured Community positions to Feature Your Community on the #1 Real Estate Site*

Benefits:

- I will connect your community to the largest audience of home buyers online.
- I promote your community's lifestyle to buyers searching in the community and also neighboring communities.
- My investment to bring more awareness and demand for your community sets my marketing apart.



* Media Metrix – reporting the average number of unique visitors to the site each month of 2005

My investment in Featured Community on the #1 real estate site* helps ensure that you are represented by one of America's preeminent real estate marketers online.



Tracking Traffic to Your Home

I will show you how often your home was "shown" on the real estate site where more potential buyers go to find a home.

REALTOR.com
Detailed Report

Presented By:

Mary Smith
 Office: (888) 555-5555
 Fax: (888) 555-5556
 Mobile: (388) 555-5557
 Email: marysmith@realtor.com

QUEST REALTY
 Office: (888) 555-5555
 Fax: (888) 555-5556
 Email: info@questrealty.com

Property info:

MLS#: 6123456
 Listing Price: \$279,800
 Listing Features: Virtual Tour,
 Featured Home
 Address: 2243 HOLLISTER
 ANYTOWN, NV

Total Property Views for: 2243 HOLLISTER ANYTOWN, NV

Week Ending	Total Views
12/04	~100
12/11	~700
12/18	~1400
12/25	~1100
01/01	~1900
01/08	~3800
01/15	~4000
01/22	~1500

Week Ending	Property Views	Virtual Tours	Featured Homes	Open Houses	Totals
01/22/2006	997	54	437	N/A	1488
01/15/2006	2364	66	1496	N/A	3946
01/08/2006	2279	91	1506	N/A	3876
01/01/2006	1243	49	611	N/A	1903
12/25/2005	277	27	313	N/A	1117
12/18/2005	933	36	442	N/A	1410
12/11/2005	536	22	177	N/A	734
12/04/2005	80	N/A	N/A	N/A	80

Month	Property Views
Jan 2006	9761
Dec 2005	4833
Nov 2005	13
Total	14607

Property Views: Number of times a listing is viewed on REALTOR.com® or on your web site.
Virtual Tours: Number of times Virtual Tours are viewed on REALTOR.com® or on your web site.
Featured Homes: Number of times a listing is viewed in the Featured Home ad position on REALTOR.com®.
*** Attention Featured Homes Customers:** Featured Homes reports are unavailable from 10/01/2004 through 12/15/2004 due to a data collection problem in our log files. We apologize for the inconvenience.
Open House: Number of times an Open House ad is viewed from the listing on REALTOR.com®.
N/A: Not Applicable



My Online Marketing Pledge

- I will feature your home on the #1 real estate site* so it can get as much as 299% more exposure, on average**
- I will submit your property to multiple Web sites on the Internet including REALTOR.com[®], AOL and MSN
- I will include multiple photos in marketing your property online because that is what buyers say they want most online
- Each online listing will include detailed information about your property for buyers to view
- Each site that features your property will include multiple ways to inquire about your property
- Inquiries about your property will be responded to in a timely manner

•Media Metrix – reporting the average number of unique visitors to the site each month of 2005

** Compared with non-showcase listings (listings without multiple photos). Based on REALTOR.com[®] internal analysis of Showcase Listing Detail Page Views per Listing vs. Non-Showcase Listings Detail Page Views per Listing, for January 31, 2005.

*** 2005 National Association of REALTORS[®] Profile of Home Buyers and Sellers

Bernie Griwatz