

# eMARKETING ADVANTAGE



Google, Yahoo!, MSN

## Did You Know...

When you type in "Your City" Real Estate into Google, Yahoo! or MSN, you'll get millions of replies?

FloridaMoves.com strives to appear in the "Top 3"

*For you, this means search engines referred over 883,000 potential buyers to our listings on FloridaMoves.com in 2005.*



FloridaMoves.com, coldwellbanker.com

## Did You Know...

Nearly 34 million potential buyers visited FloridaMoves.com and coldwellbanker.com in 2005 to view over 250,000 listings in our major Florida markets, from over 23 MLS systems?

*For you, this means more buyers, more sellers and more opportunities to be of service.*



REALTOR.com®

## Did You Know...

Homebuyers spend 86% of the time they search for a home online on REALTOR.com®, where all Coldwell Banker listings are highlighted as special Showcase Enhanced Listings?

With six photos (since online buyers are 299% more likely to view properties with multiple photos) and detailed property information, you'll capture homebuyers' attention and gain maximum exposure for your listings. Listings promoted as Featured Homes™ are viewed 20 times more often than non-highlighted properties.

*For you, this means the opportunity to rise above the competition by providing Truly Remarkable Service in your eMarketing efforts.*



OpenHouse.com

## Did You Know...

Open Houses are a powerful way to reach a unique segment of potential buyers?

To ensure Coldwell Banker's open houses gain maximum exposure, your listings are posted on FloridaMoves.com, coldwellbanker.com, REALTOR.com® and OpenHouse.com.

*For you, this means your marketing excellence is enhanced in the minds of your sellers, and buyers now have additional access to your open house listings.*



LeadRouter™

## Did You Know...

38,011 leads were received via LeadRouter™ during the first eight months of operation?

*For you, this means a technological breakthrough resulting in immediate response to Internet leads by a real estate professional - YOU.*

