

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.

