

The Value of realtor.com®

Realtor.com® is focused on keeping REALTORS® at the heart of the real estate journey

WHY REALTOR.COM®?

- ✔ NO for sale-by-owner listings
- ✔ NO Make-Me-Move price promotions
- ✔ NO computer estimates on active listings - real estate professionals determine the home's market value
- ✔ NO iOffers - potentially cutting REALTORS® out of the transaction
- ✔ NO competitive agent branding on active listings
- ✔ FREE real consumer reviews, based on real transactions with real customers
- ✔ FREE realtor.com® profiles score 9.5 out of 10 stars as a website that rates REALTORS®, with the intent of guiding REALTORS® and consumers to select a system they can trust, according to the 2017 Pennsylvania Association of REALTORS® Agent Ratings System Report Card
- ✔ FREE global listings exposure
- ✔ FREE listing brokerage attribution on top and bottom of all listing detail pages
- ✔ REALTOR® 'Block R' on all REALTOR® Listing Display and Profile pages

REALTOR.COM® BRAND ADVANTAGES

- ✔ When News Corp acquired realtor.com® in late 2014, realtor.com® became part of the world's largest digital real estate network.
- ✔ Realtor.com® attracts 63 million monthly unique users, on average.¹
- ✔ Realtor.com® averages 2+ billion page views per month.¹
- ✔ Realtor.com® attracts serious home buyers. Our users stay longer and view more pages, compared to visitors on Zillow and Trulia.²
- ✔ Realtor.com® visitors view an average of 1.5 times more pages and spend 1.3 times more time onsite than do visitors to Zillow or Trulia.²
- ✔ Per visit, users spend more time on realtor.com® than on leading consumer sites, including LinkedIn, Google and Twitter.³

REALTOR.COM® ATTRACTS SERIOUS HOME BUYERS

- ✔ Consumers ranked realtor.com® as the #1 site on which they found their agent and in helping to sell their home.⁴
- ✔ 9 of 10 consumers who submitted leads on realtor.com® said they were actively searching or ready to transact.⁵

UNPARALLELED SERVICE AND SUPPORT

- ✔ 7 days/week customer support handling more than 600,000 cases in 2017, comprised of product and support queries, on-boarding assistance and realtor.com® guidance.
- ✔ Special development opportunities for association and MLS staff: Customer Care Workshop, New AE Orientation, Train-the-Trainer programs, event sponsorships and presentations by our industry relations and economic research teams.
- ✔ Free online resources for REALTORS®, buyers and sellers: economic research, data, news and insights, and community information: realtor.com/resources, realtor.com/research, realtor.com/news, hub.realtor.com.

INTEGRITY & SECURITY

For more than 20 years, we have built a reputation for upholding the most stringent data integrity standards in the industry. We have an unparalleled commitment to timely and comprehensive data, yielding more accurate property data, more timely listing updates and greater inclusion of sold data.



CUSTOMER / TECHNICAL SUPPORT

If you need customer/technical support, below are contacts for the various Move Inc. support departments.

realtor.com®

MLS LEVEL

800.747.4166 · mlssupport@realtor.com

MEMBER SUPPORT

800.878.4166 · customercare@realtor.com

Top Producer®

MLS LEVEL

877.560.0164 · mlssupport@topproducer.com

MEMBER SUPPORT

800.830.8300 · support@topproducer.com

ListHub

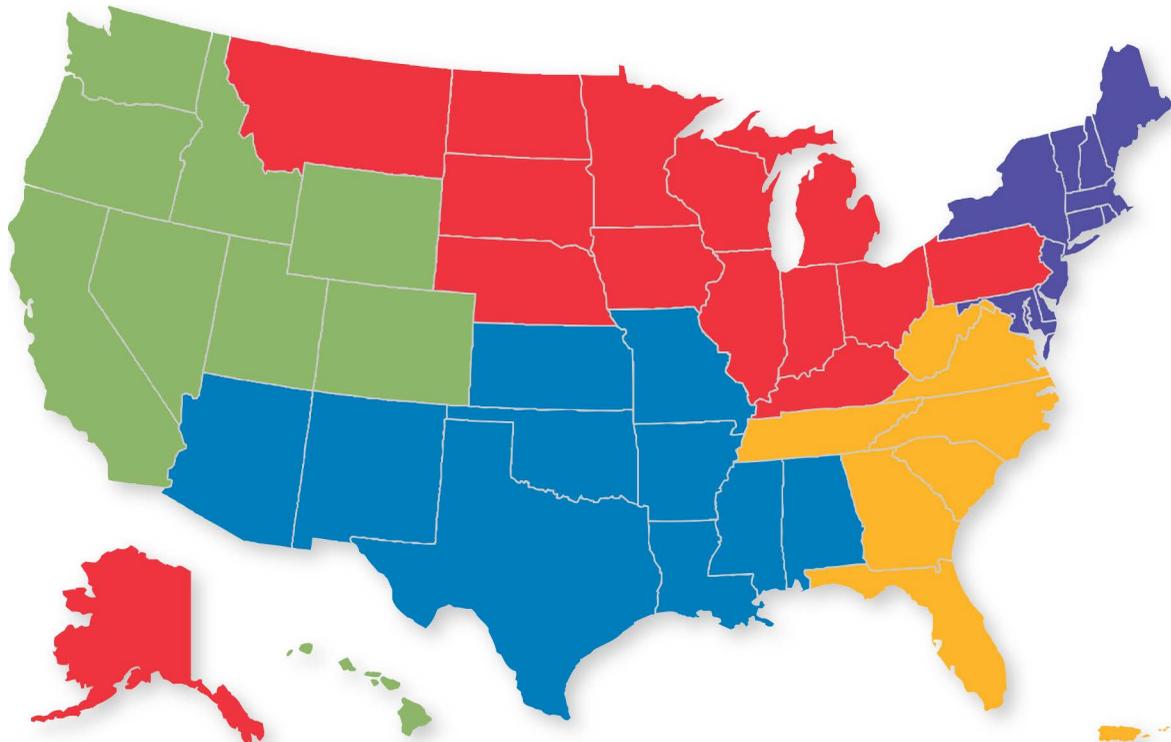
MLS LEVEL

877.560.0171 · mls.support@listhub.com

MEMBER SUPPORT

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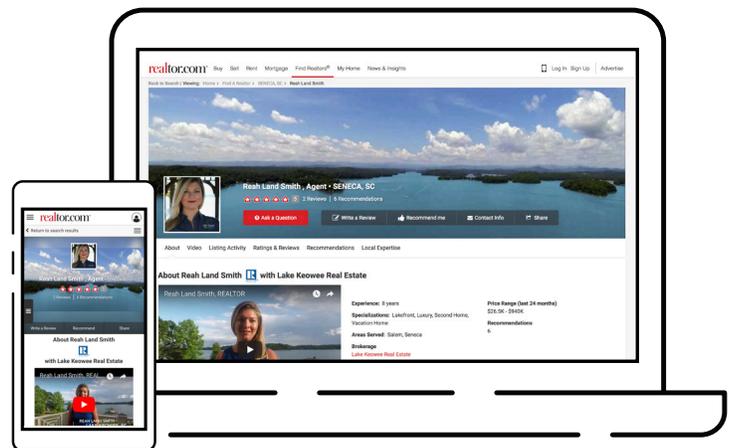
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SVP, Industry Relations

Power up your profile

Improve your online presence on realtor.com®, build trust and credibility with consumers and potential clients. Use your agent profile to share your story, enhance listings, request ratings and recommendations, and send seller reports to clients and more.

BENEFITS

- ✔ **Find a REALTOR®** lets consumers search by filters, such as town name, neighborhood or zip code or agent name, and by map areas. A complete profile helps you become discoverable
- ✔ Increase visibility of experience, certifications and local knowledge
- ✔ Showcase professionalism with recommendations from business associates, friends, family and others
- ✔ Your realtor.com® profile includes past transactional data¹
- ✔ **RealRatingSM** empowers agents to have better control of their online reputation. **RealRatingSM and reviews** are only accepted from clients who have closed a transaction with a specific REALTOR®
- ✔ Inclusion of linked individual bios in advanced teams search
- ✔ Agent listing activity map display: for sale, recently sold, for rent, open house
- ✔ Advance search of real estate agency for sale listings



New Feature! Add a video to your profile on realtor.com®

Login or sign up for your free agent profile in the upper right hand corner of realtor.com® or contact Customer Care for assistance **866.665.1738**

Looking for creative ways to market your new listing?

Realtor.com® is actively searching for unique homes to feature on our new Unique Homes YouTube channel.

To be eligible, your video must:

- ✓ Be shot horizontally (landscape)
- ✓ Not be shaky
- ✓ Run no less than 30 seconds and no longer than 5 minutes
- ✓ Be shot in 720p or higher (iPhone 6 or higher and most Androids if shot on mobile)
- ✓ Feature both interior and exterior shots of the home

By 2021 video will account for 80% of internet traffic in the US.¹

Companies that use video marketing grow their revenue 49% faster than those who don't.²

NAR research shows us that 80% of buyers & sellers say they would prefer to work with a REALTOR® who does use video marketing.³

SUBMIT VIDEOS TO:

realtor.com/unique-homes-videos

¹ CISCO Visual Network Index (VNI) forecast, June, 2017.

² Aberdeen Group. Pardon the disruption: the impact of video marketing. July, 2015.

³ NAR Home Buyer and Seller Generational Trends Report 2017.