

# ONLINE MARKETING PLAN



## ONLINE MARKETING PLAN OBJECTIVES



**88% of consumers begin their home search on the internet**

**Reach the widest audience of potential buyers**

**More buyers = better chance of finding one willing to meet your terms, price and desired closing date**

## 32% OF BUYERS FOUND A HOME VIA THE INTERNET - UP FROM 8% IN 2001

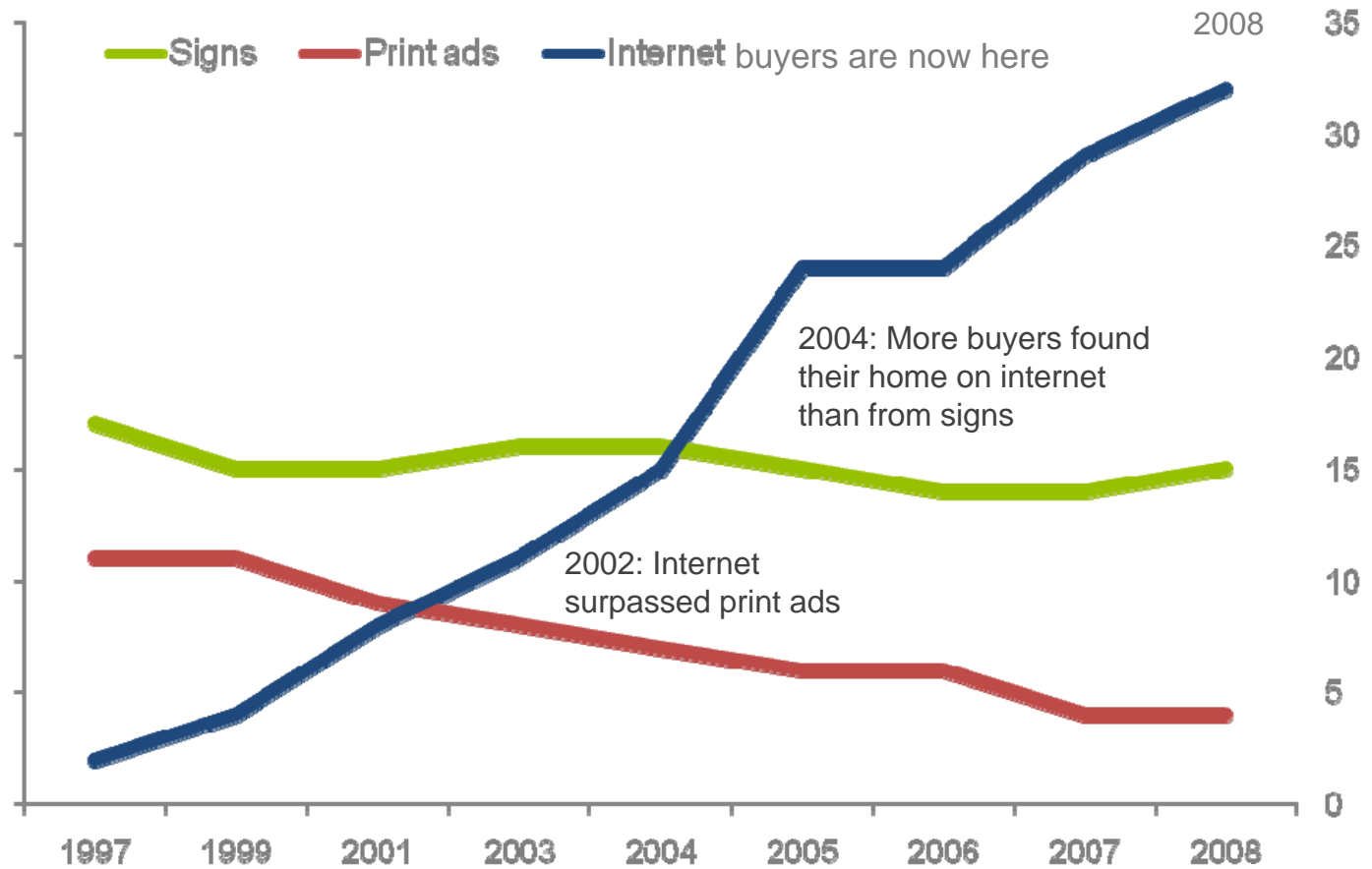


### WHERE BUYERS FOUND THE HOME THEY PURCHASED, 2001-2008

	2001	2003	2004	2005	2006	2007	2008
Real estate agent	48%	41%	38%	36%	36%	34%	34%
Internet	8	11	15	24	24	29	32
Yard sign/ open house sign	15	16	16	15	15	14	15
Friend, relative or neighbor	8	7	7	7	8	8	7
Home builder or their agent	3	7	7	7	8	8	7
Print, newspaper advertisement	7	7	5	5	5	3	3

Source: National Association of REALTORS®, Profile of Home Buyers and Sellers, 2008

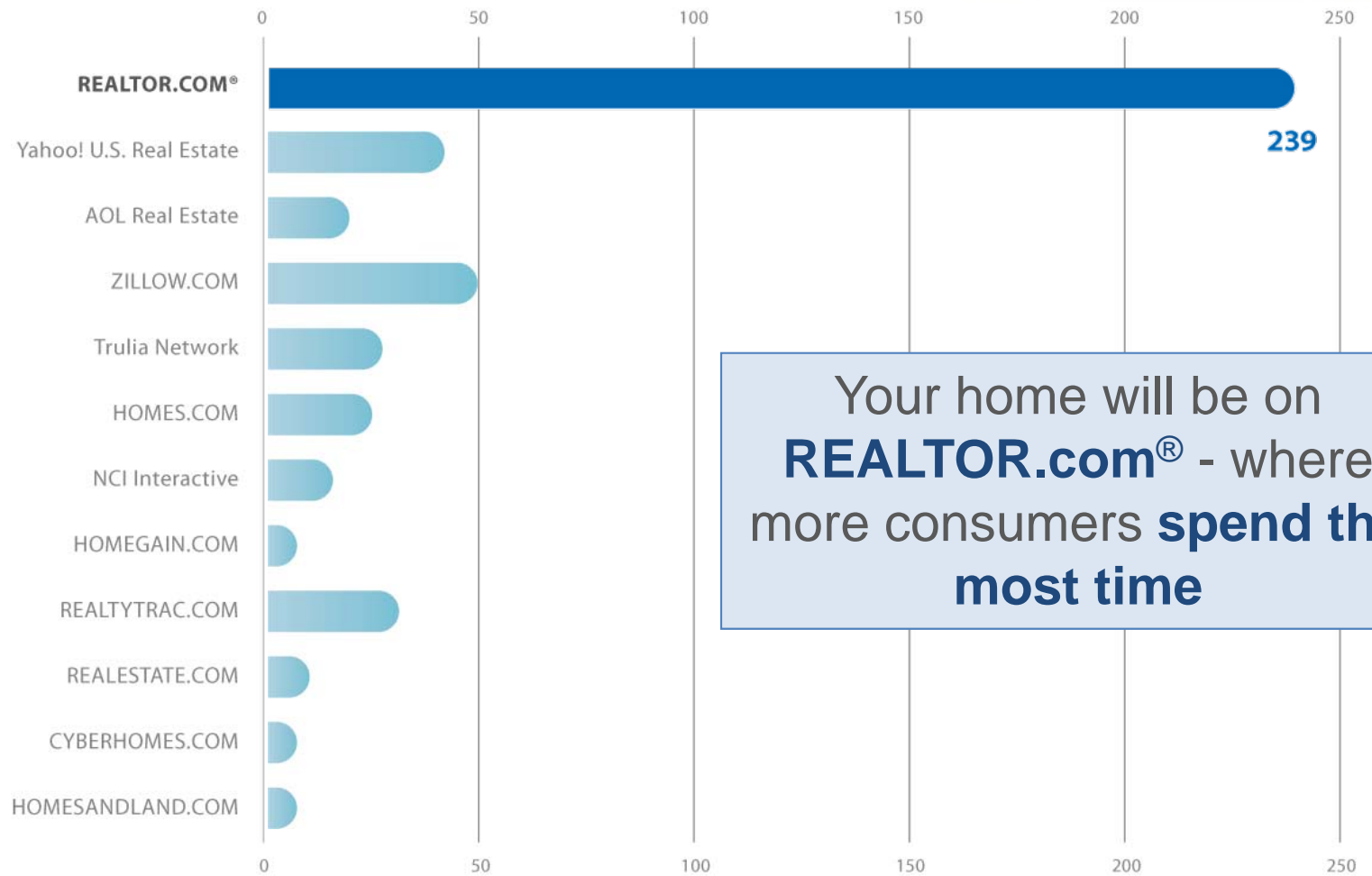
# NAR 2008 PROFILE OF HOME BUYERS & SELLERS FACTS ON WHAT IS WORKING AND WHAT IS NOT



Source: National Association of REALTORS®, Profile of Home Buyers and Sellers, 2008

# TOTAL MONTHLY MINUTES SPENT ONLINE

(NATIONWIDE COMPARISON, in millions)



Your home will be on **REALTOR.com®** - where more consumers **spend the most time**



Because REALTOR.com<sup>®</sup> has millions of listings...

**I will make yours stand out**

# HOW WILL I SHOWCASE YOUR HOME TO THE MOST BUYERS?

- Enable your home to rise to the top of the search above all other homes by adding more photos



Search Results

497 listings found Sort by  List Gallery Map

Like to see photos? Sort by number of photos Close

**2243 Hollister**  
Any Town, USA 00000 Tour Open House

Silver Creek Valley Country Club, Gated Community

**\$279,500**  
3 Bed, 2 Bath, 1,785 Sq Ft on 0.25 Acres (13,500 Sq Ft Lot)  
Property Type: Single Family Home QUEST REALTY

Located along two fairways of the world-famous Any Town golf course, the property provides extraordinary views and a luxurious lifestyle. The two-story residence ... [More](#)

25 PHOTOS

☆ Save Listing



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1 of 7

**Any Town, USA**  
**\$390,000**  
2 Bd | 1.5 Ba QUEST REALTY

**Great View**

**Any Town, USA**  
**\$650,250**  
3 Bd | 3 Ba QUEST REALTY

Sort by  List Gallery Map

Sort by number of photos Close

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25 PHOTOS

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**998 Pleasant View**  
Any Town, USA 00000 Video

More info? Call Quest Realty at 888-555-3333

# HOW WILL I SHOWCASE YOUR HOME TO THE MOST BUYERS?

- Place my cell phone on multiple points to increase buyer calls for your property



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Home > 29,895 listings found > Listing in 2243 Hollister Street  
Listing 5 of 29895

**2243 Hollister St** Any Town, USA 00000  
**\$279,500** \$1,150 per month | Personalize this estimate | Get local mortgage rates  
3 Bed, 2 Bath | 1,785 Sq Ft | MLSID #12345

Save Listing Send to Friend Print

**Request More Details**

Presented by  
**Kelly Agent**  
Office: (800) 555-3333  
Fax: (888) 555-3333  
Mobile: (888) 555-3333  
Home: (888) 555-3333  
Email Agent  
Visit Agent's Website  
Agent's Other Listings

Brokered by  
**Quest Realty**  
Office: (800) 555-3333  
Fax: (888) 555-3333  
Mobile: (888) 555-3333  
Home: (888) 555-3333  
Email Broker  
Visit Broker's Website  
Broker's Other Listings

**Open House Times**  
Sun, Sept 17, 2006 (View details)  
1:30 pm - 4:30 pm  
Sun, Oct 12, 2008 (View details)  
1:30 pm - 4:30 pm

Agents Other Real Estate Listings

415 Bracken Dr, AnyTown USA 00000  
\$650,250

Property Information for 2243 Hollister St Save Listing

Message from Kelly Agent (800) 555-3333  
View this home on www.2243Hollister.com or on www.KellyHomes.com!

Located along two fairways 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 cozy fireplaces. Immaculate landscaping. This is a turnkey family dream.

25 PHOTOS

# HOW WILL I SHOWCASE YOUR HOME TO THE MOST BUYERS?



- I will make your home stand out with a video or virtual tour



150 million Americans watch videos on the internet every month

A screenshot of a REALTOR.com listing page. The page header includes the REALTOR.com logo and the text 'Official Site of the National Association of REALTORS®'. Below the header are navigation tabs for 'Find A Home', 'Home Finance', 'Moving', and 'Home &amp; Garden'. The main content area shows the listing for '2243 Hollister St' in Any Town, USA 00000. The price is listed as '\$279,500' with a monthly payment of '\$1,150 per month'. The property features '3 Bed, 2 Bath | 1,785 Sq Ft | MLSID #12345'. A 'Slice of Heaven in Any Town' banner is present. Below the banner are several photos: a large exterior view of the house, an interior view of the living room with a fireplace, a kitchen view, and a swimming pool. A circular badge with 'SEE ALL 25 PHOTOS' is overlaid on the photos. At the bottom of the listing, there are buttons for 'Featured Tour' and 'Video', and a 'Property Information for 2243 Hollister St' section with a 'Save Listing' link. A message from Kelly Agent is also visible.

A video player window with a red border. The video shows a living room interior with a red sofa, a wooden coffee table, a fireplace, and a television. The video player interface includes a progress bar, play/pause buttons, and a volume control icon. The video title is 'VIDEO' and the duration is '00:07 / 00:30'.

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# ONLINE LISTING PERFORMANCE REPORT



- Weekly tracking report shows how many buyers are looking at your home

