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McCOLLOM & ASSOCIATES REALTORS HELPS SELL HOMES FOR MORE BY USING REALTOR.com[®], THE #1 REAL ESTATE SITE¹

Kerrville, TX, February 19, 2010 -- According to recent research by the National Association of REALTORS[®], 81% percent of home buyers say photos and detailed property descriptions are the most useful features when searching for homes online.² McCollom & Associates REALTORS is taking advantage of this trend for its clients with its commitment to enhance all properties it markets with multiple photos and customized property descriptions on the #1 real estate site¹, REALTOR.com[®]. With changing real estate market conditions McCollom & Associates REALTORS is giving consumers what they want most online and providing another reason why home sellers and buyers should insist on using McCollom & Associates REALTORS.

Listings on REALTOR.com[®] with multiple photos are viewed 330% more often, on average,³ and rise to the top when searched by number of photos. McCollom & Associates REALTORS enhances all of its clients' properties on REALTOR.com[®] with multiple photos and detailed property descriptions. These properties also receive this high-impact placement within the real estate sections of MSN[®], the Wall Street Journal online, and over fifty additional real estate and franchise sites, helping reach the largest audience of home buyers for its clients. "We don't just upload our listings on line. We market them." says Joan McCollom, Broker-Owner.

McCollom & Associates REALTORS understands that it is vital to reach the over 5.7 million consumers each month¹ who, on average, spend 78% of the time they search for a home online on REALTOR.com[®].⁴ With 80% of all home buyers using the Internet at some point in their search for homes², McCollom & Associates REALTORS is working to make sure its clients' homes are promoted where more consumers are searching online.

Visit www.McCollom.com or call (830)896-1122 or email McCollom@McCollom.com to see what McCollom & Associates REALTORS is doing to help homeowners in your community sell their homes for more.

¹ Media Metrix – Number of unique users on REALTOR.com[®] each month of 2007

² 2006 National Association of REALTORS[®] Profile of Home Buyers and Sellers

³ 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 May 2007

⁴Net ratings – Based on reporting of the time online users spent during September 2006 on REALTOR.com[®] and other comparable real estate aggregation sites and excluding sites of franchisors/brokers