

	Featured Homes	Featured Agent Ad (Top of Page)	Showcase Listing
Function	<p>Displays listings in a "Featured Homes" section at the top and bottom of both the search results page and the home page based on the search criteria of the user, with geography, price range and bed/bath preferences making a difference. Realtor.com automatically chooses and displays the listings that best match users' search criteria, though single-family homes are given the most weight for the top space.</p>	<p>Displays an ad in the search path as users search for homes. Ads are targeted to appear in the specific local market that the ad was purchased for. In each of those local markets, there are 10 spots that rotate evenly in their display on the site, and an agent can purchase one or more of these 10 local market-targeted Featured Agent spots. Each spot represents a 10 percent share of the market for that product in that local market. The products available for local market display advertising are the banner, side and companion, which is where each ad is grouped together on the same page.</p>	<p>Enhances the agent's listings with a name, photo and contact information, with a link to personal website; a yellow banner on the search results page; the ability to add up to 25 jumbo photos, full motion video and virtual tours; open house alerts; custom headline and property description; and exposure for up to three additional listings. "Company Showcase" is also offered at the brokerage level.</p>
Traffic Driven To	<p>Individual listings on Realtor.com</p>	<p>As a clickable banner, traffic is driven to whatever URL the agent inputs for the banner.</p>	<p>Buyers fill out lead forms at the top and bottom of agents' listings and send their contact information directly to the agents; in addition, buyers can call an agent's cell phone directly, with the agent's contact information positioned next to their listings.</p>
Price	<p>Prices vary based on the ZIP codes the agent purchases; prices start at \$11 and go up to \$313.</p>	<p>There are eight market tiers of pricing based upon the available local markets. Each market contains a number of ZIP codes, and prices start at \$179.</p>	<p>Based on the circulation the agent receives, which is based on market location and number of listings (for prices, see chart on page 17). Traffic varies from market to market based on the number of homebuyers and sellers searching on Realtor.com. Additionally, the more listings an agent has, the more circulation they receive on Realtor.com.</p>
Direct Performance Tracking	<p>Program comes with a basic tracking program that follows the number of clicks a listing generates, but a more robust analysis is available to all "Showcase" subscribers in the form of the "Listings Traffic" application.</p>	<p>There are three levels of tracking built in to the program: Impressions, which tracks the number of times the ad appears on a page; Clicks, which follows how often the banner is clicked by users; and Responses, which documents how often lead generation forms are filled out by users. But tracking is only available to agents who redirect traffic to a Realtor.com lead form.</p>	<p>Traffic Reports inform agents' sellers on how their listing is performing on Realtor.com; using graphs and other statistical analyses, agents can email reports to sellers detailing how many consumers are looking at their home.</p>

**\*PRICES VARY BY ZIP CODE AND NUMBER OF LISTINGS**

**\*\*WE SPOKE TO SALES REPRESENTATIVES AND VISITED REALTOR.COM TO GATHER THIS INFORMATION.**