

## Become the #1 Provider of Public Property Information in Your Market.

A majority of REALTORS® indicated in a 2008 NAR survey that they favor the use of public MLS websites and do not feel it competes with their own websites. In addition, according to a 2008 WAV Group MLS website study, consumers believe MLS websites are the best search sites, bar none. An effective public MLS website delivers real value to your brokers and agents by promoting REALTORS® to the public and providing a friendly, consumer-centric real estate portal that is the most comprehensive source for listings. Stop other websites from stealing your members' leads! You should be the one-stop real estate website in your market.

### What you get

The standard MarketLinx Consumer MLS Website service includes:

- › A customized home page with high consumer appeal
- › Map-based property searches with detailed listing information
- › Detailed listing views with photo viewer, interactive map, driving directions, and side-by-side comparisons to sold properties
- › A *Value Your Home* option to compare your home with recently sold properties
- › Favorites (shopping cart) functionality for saving and retrieving property lists
- › Find an Agent search
- › Search engine optimization (SEO), lead generation and reporting
- › An optional content management system and a Members Only area for MLS use

### Why Choose MarketLinx

MarketLinx's Web Solutions team has more than 10 years of experience developing MLS and broker websites, including the original ColdwellBanker.com national portal. Our professional graphic artists are highly skilled at designing attractive and intuitive Web interfaces, and we use state-of-the-art tools and technologies at every phase of the project, from development and implementation through quality assurance and beyond. When you consider what it costs to employ a full-time web developer and the price of hosting, it's easy to see the value of MarketLinx Web Solutions.

### Benefits

- › Promotes value of REALTORS® to the public
- › Stops other website from stealing your members' leads by providing a friendly, consumer-centric real estate portal that offers more and better information than non-REALTOR® sites.
- › A professional solution that is much more cost-effective than developing and hosting a site in-house.
- › New ad revenue opportunities



## Features

### Custom Home Page

- › The home page can be customized exactly to your specifications, and can contain quick links to common search types, an address/ML number search, a map for initiating a search in a specific area, banner advertising, local real estate news, and links internal or external addresses.
- › Most other sections of the website, including the header, background colors, buttons styles, etc., are completely customizable to meet your needs.



### Property Search & Display

- › The site's Map Search is powered by Microsoft® Virtual Earth and enables a full range of advanced mapping functions, such as 2D, 3D, Road, Aerial, Hybrid, and Bird's Eye (oblique) views.
- › Users can define a search by entering a variety of criteria and other preferences such as Pool, Waterfront, Foreclosure, etc. The available fields and options are selected by the MLS and can be different for each property type.
- › Summary statistics for the selected area are displayed.
- › Individual Search Results are displayed beside the map view to provide an easy-to-understand visual representation of the results.
- › Users can immediately change their criteria to refine the search.
- › Users can also search and view results using a more traditional list format that provides a larger view of the selected property's photos and details.



### Detailed Property Record

- › The detailed Property View is divided into multiple sections.
- › The Summary section provides a quick view of the property's critical information and easy access to the property photos and other media.
- › Different properties photos can be viewed by clicking on their thumbnail image, and there is no limitation on the number of photos that can be displayed.
- › When E-mailing a friend from this page, users have the option to attach their Favorite properties to the message as a list of links.
- › The Details section provides a list of all the available property data fields. Different property types will display a different set of fields, as chosen by the MLS.
- › The Interactive Map identifies the property location and provides access to the same range of Microsoft® Virtual Earth controls (2D, 3D, Road, Aerial, Hybrid, and Bird's Eye (oblique) views).
- › The Market Analysis section automatically displays a list of similar properties that were recently sold.
- › Comparable properties are automatically identified using criteria predetermined by you.
- › As an option, Realist Value Map can be integrated to provide advanced AVM functionality. (additional fee)
- › The Driving Directions section provides turn-by-turn instructions for navigating to the property from a user-specified starting address.
- › The Contact an Agent form lets users quickly send an e-mail to the listing agent to get more property information or other assistance.
- › When E-mailing an agent from this page, users also have the option to attach their Favorite properties to the message as a list of links.

## Side-by-Side Property Comparison

- › Users can select multiple properties for side-by-side comparison in a grid format.

## Favorites

- › The Favorites feature lets users save any number of properties for quick retrieval and viewing at a later time.
- › Registration is only required if the user wants to be able to retrieve his or her Favorites from another computer.



## Value Your Home

- › The Value Your Home feature allows users to describe the location and basic characteristics of their home to receive a ballpark appraisal.
- › Comparable sold properties are automatically identified using predetermined criteria.

**Market Analysis**

Display comparison of similar property that was recently sold.

Property	Subject	1	2	3	4	5	6	7	8	9	10
Rank	100	5013	5403	5473	5481	5518	5551	5580	5645	5700	5701
MLNumber	T2321809	T2279408	T2304647	T2203184	T2274913	T2236512	T2251944	T2271948	T2284947	T2310587	T2274372
Bedrooms	10	6	5	6	5	6	5	5	4	5	4
Full Baths	10	6	4	8	5	6	5	4	4	5	5
Partial Baths	3	2	2	2	1	2	2	2	1	1	1
Size (SqFt)	28,893	9,600	5,523	9,000	5,500	5,725	5,345	6,875	4,265	5,895	5,102
Acres	0.05	1.14	0	1.54	1.05	0	0.64	0.65	0.5	0.77	0.88
Year Built	2004	2003	2007	1986	2008	2003	1994	1997	1984	2001	1995
HOA	\$ 11,525	\$ 3,430	\$ 3,400	\$ 3,460	\$ 3,460	\$ 3,430	\$ 3,400	\$ 3,400	\$ 3,430	\$ 3,430	\$ 3,460
Taxes	\$ 11,984	\$ 3,014	\$ 743	\$ 2,957	\$ 853	\$ 1,935	\$ 1,779	\$ 2,444	\$ 1,101	\$ 1,838	\$ 1,615
Price	\$ 25,000,000	\$ 2,850,000	\$ 2,930,000	\$ 3,400,000	\$ 2,100,000	\$ 1,750,000	\$ 2,100,000	\$ 1,950,000	\$ 1,150,000	\$ 1,400,000	\$ 1,650,000
Date Sold		May 01, 2008	Mar 21, 2008	Oct 24, 2007	Jun 09, 2008	Jul 10, 2008	Jan 02, 2008	Dec 06, 2007	Jun 02, 2008	Sep 02, 2008	Oct 24, 2007
Include?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Price Analysis	based on 12 selected properties	Price Range: \$100K to \$3400K Average Price: \$1963K Median: \$1850K									

Professional Home Valuations

Click for a personal **Professional Market Analysis Review** by a Real Estate Agent for additional help in estimating the subject property's market value.

Sample Market Analysis

## Find an Agent

- › The Find an Agent feature lets users search for a suitable REALTOR® using a variety of MLS-defined criteria, such as last name, first name, city, zip code, designations, languages, etc.
- › Results are displayed in list and map format, with each agent's address and contact information.
- › When E-mailing an agent from this page, users have the option to attach their Favorite properties to the message as a list of links.

## Search Optimization

- › MarketLinX has extensive experience optimizing websites for better Search Engine placement. MarketLinX develops a customized SEO program for each customer using a variety of techniques, including pushing content to Google™ and other search engines, adding Meta tags to all pages and Alt tags to images, creating a site map so search engines can crawl and index individual properties, and more.
- › MarketLinX also recommends that customers supplement SEO with other marketing activities to help promote the site. You may want to consider creating a budget for Google™ AdWords (sponsored links) and local newspaper advertising, encouraging to members to include the website address on their materials, etc.
- › MarketLinX will discuss other promotional opportunities and consult with you to determine what works best for you and your members.

## Lead Generation & Reporting

- › E-mail leads that are generated using the Contact an Agent form are automatically directed to the listing agent or office.
- › To reinforce the value of the website, your members and brokers can access a real-time report that shows Web traffic statistics for their listings and the number of leads the site has generated for them.
- › Your staff has access to Google Analytics to track site traffic. Other traffic monitoring and reporting tools can be implemented for an additional cost.

## Other Features

- › MarketLinx can provide a password-protected member-only area for access to forms and other board information.
- › MarketLinx provides an open-source content management system that your staff can use to edit static site content, including links and graphics.
- › For an additional fee, MarketLinx can integrate any number of third-party Web tools and products to provide features such as demographics, blogs, wikis, virtual tours, or any other custom feature that you desire.

## Low Cost

- › You will be pleased to discover that all of the features and functions described above are available for a surprising low cost. Contact MarketLinx for a demo and proposal.

**Contact Listing Agent**

Do you have questions about this property?

**Agent Contact Information:**

 **MITZI GILL**  
SMITH & ASSOCIATES REAL ESTATE  
3903 Bay to Bay Blvd.  
Tampa, FL 33629  
dmgill@smithandassociates.com

Or, Enter the Information Below to have agent contact you:

First/Last Name\*:

Street Address:

City/State/Zip:

Email Address\*:

A copy of your message will be sent to this email address. Is your address correct?

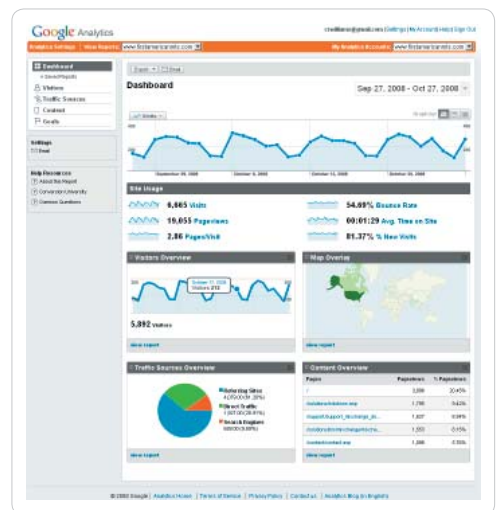
Phone Number:

My Agent's Name:  Why?

Please Enter Comments Below:

Send my search information to help this agent prepare a better response?

\* Red denotes required fields



Visit [www.MyFloridaHomesMLS.com](http://www.MyFloridaHomesMLS.com) to see a sample!

A member of The First American Corporation (NYSE: FAF) family of companies, MarketLinx is a premier residential real estate information technology vendor that offers a full line of Agent, Broker, MLS and MLS-related products and services. MarketLinx serves some 150 MLS customers across the US and Canada representing about half of the REALTORS® in North America. MarketLinx serves some of the largest real estate organizations in the world, including eight that have more than 20,000 members each. MarketLinx also serves over 1300 broker customers, including both independent companies and brokerages that are part of major franchises.

To learn more about our Consumer MLS Websites, contact your MarketLinx representative or visit [www.marketlinx.com](http://www.marketlinx.com) today.

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