



ONLINE PROPERTY MARKETING

Exclusively From Prudential Georgia Realty

According to the National Association of Realtors -

OVER 80% OF CONSUMERS BEGIN THEIR REAL ESTATE SEARCH ONLINE

That means your listing must be found where consumers search online. Your listing must effectively communicate your unique value proposition and encourage a contact with the agent to qualify the buyer and sell on your behalf.

Prudential Georgia Realty is the leader in online marketing. Listing your property with us means:

- Your property will be exposed to **more real estate websites** than any other local real estate provider.
- Your property will be **prioritized and distinctive** as a Showcase Listing on **Realtor.com** (the leading national real estate website) and as a Featured Listing on **AJCHomefinder.com** (the leading local real estate website).
- The unique value of your property will be **effectively communicated** with high-quality pictures, descriptive text, headlines/scrolling text, virtual tours and our exclusive widescreen video tours.
- Our advanced property marketing techniques are designed to **highlight the unique attributes** of your home online and create specific “calls to action” to encourage consumers to contact your agent for more details.

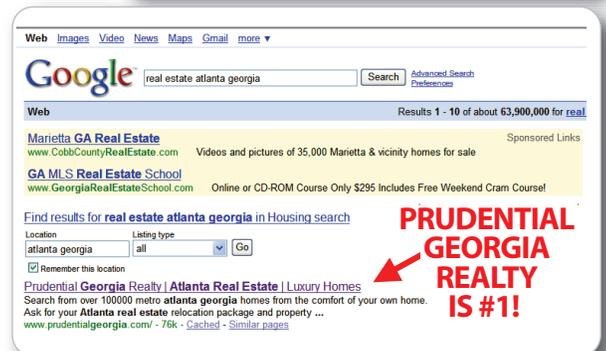
HOW IS YOUR PROPERTY LISTING FOUND ONLINE?

Prudential Georgia Realty listings can be found on leading websites by over 25 million unique viewers every month. We work regularly with each of these providers to understand how they prioritize their listing searches so our listings are distinctive and found more often. Real estate websites change quickly and Prudential Georgia Realty is committed to be the leader in our market.



LOCAL SEARCH RANKINGS

When local consumers search, they most often use key words such as “Real Estate Atlanta Georgia” or “Homes for Sale Atlanta Georgia” or “Luxury Real Estate Atlanta Georgia.” When consumers type those key words into **Google**, **Prudential Georgia Realty is #1 in the search rankings.** We have invested significantly in search engine optimization so that consumers find our listings more often!



NATIONAL SEARCH RANKINGS

In the U.S, **Google** is the leading search engine. When consumers across the country type in “real estate” or “homes for sale,” they most often find **Realtor.com**, **Yahoo Real Estate** and **Trulia**. Prudential Georgia Realty has strategic partnerships with these companies so our listings are distinctive and highly prioritized.



INTERNATIONAL SEARCH RANKINGS

Internationally, the leading search engine is Yahoo. Prudential has an exclusive relationship with Yahoo Real Estate. All Atlanta listings on **Yahoo Real Estate** are branded by Prudential and the contact information is a Prudential Georgia Agent. That gives us the best chance to get those leads.

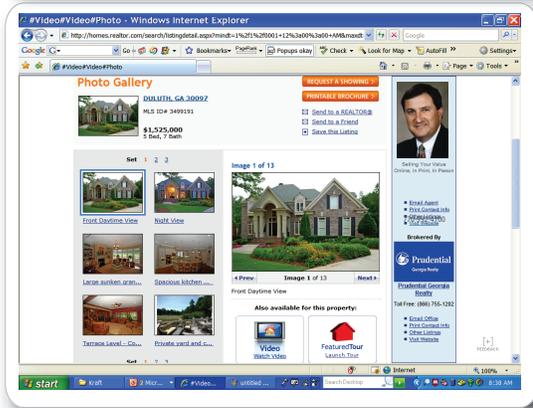


HOW DO WE COMMUNICATE YOUR UNIQUE VALUE ONLINE?

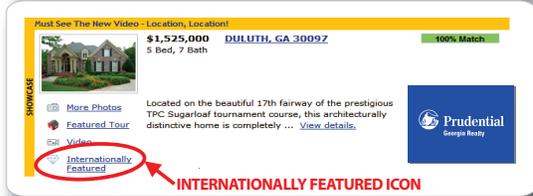
Your Prudential Georgia Realty agent will meet with you to assess your needs and discover the unique value of your property versus the other competing properties. Our Certified Marketing Specialists receive extensive training and have access to tools and information that are designed for our exclusive process. Here are a few examples of what we can do.



- PGR agents have direct logons to **Realtor.com**, **AJCHomefinder.com** and our **PGR websites**. This allows them to customize and enhance your listing.



- PGR agents can provide very high-quality pictures directly to these sites. The typical pictures from the MLS services are often poor quality and cannot be easily changed. You may want to update your seasonal pictures or change the marketing message.



- PGR agents can edit the property descriptions directly on these sites. The text pulled from the MLS sites is often incorrect and not clear.
- PGR Agents can customize property headers and scrolling text to create a “call to action” for prospects to contact the agent. This may highlight a special offer for targeted buyers.
- PGR Agents can create beautiful virtual tours that highlight the positive attributes of your property.
- PGR Agents can add the internationally featured icon which designates your property as a distinctive property on **worldproperties.com**, the international website for **Realtor.com**

And much more.....

PRUDENTIAL INTRODUCES: WIDESCREEN VIDEO!

Prudential Georgia Realty has been working with **Realtor.com** on a BETA project for property videos. Our exciting new widescreen video platform is exclusively available from Prudential Georgia Realty and can be used on **Realtor.com**, **PGR websites**, **AJCHomefinder.com**, the multiple listing services and email campaigns. We have developed a unique process to highlight your property in the most effective rich media format available.



Please contact your agent for more details!



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