

Online Marketing Plan...

WHERE THE WORLD SHOPS FOR REAL ESTATE

OVER 90% OF HOME BUYERS BEGIN THEIR SEARCH ONLINE. With the popularity of mobile devices this number continues to rise. And, as a result of Online Searches, over 65% of home buyers schedule a showing.*

Patrick Parker Realty is more than just a broker, we are your strategic marketing partner dedicated to effectively promoting your home via modern channels that yield the quickest, most effective results. We do this by leveraging digital real estate marketing trends and integrating all offline efforts into a comprehensive, 360-degree approach designed to find a buyer ready to pay the price you ask in the timeframe you are asking.

Your Online Advertising plan includes:

Immediate premium positioning on the Patrick Parker Realty website

Not only will you be included in our Featured Listings section which includes homepage presence, your listing will appear in research-based proprietary search criteria including search by town, zip, price point, amenities and more.

Immediate listing on the MLS

MLS stands for Multiple Listing System. These are privately owned databases on which properties are listed. It is the most popular Home Sales database. Listing your home on the MLS through Patrick Parker Realty means that you will have a wider market of active buyers.

Advertising on Realtor.com

Realtor.com draws 720,000 page views a month on average, making it the perfect place to showcase your listing and compliment your print ad in Real Estate Magazine.

Realtor.com blasts your listing to their expansive database of partners including:

Homes by REALTOR.com
Move.com
MSN.com
Moving.com
Excite
Juno

The Wall Street Journal
House & Home
RealEstateJournal.com
World Now
90+ Internet Broadcasting TV affiliate sites
70+ broadcast TV affiliate sites
and more...

Advertising on HomesAndLand.com

HomesAndLand.com puts over 1 million unique visitors in front of our listings each month. When your listing appears on HomesAndLand.com it also appears on over 25 Internet partners sites whose combined traffic exceeds one hundred million unique visitors per month.



On day one with HomesAndLand.com you'll instantaneously gain maximum reach... with automatic publishing to partner sites:

Trulia.com
Zillow.com
Google Real Estate
Yahoo Real Estate
FrontDoor.com
HouseLocator.com
Local.com
RealEstateJournal.com
JustRealEstateListings.com
Condo.com
BeatYouThere.com
CLR Search

The New York Times
The New York Times Great Homes
DuPont Registry
International Herald Tribute
Home Pages
Home Gain
Home Scout
Enormo
Oodle
Vast
Unique Global Estates
and more...

* Source: 2013 National Association of REALTORS® Profile of Home Buyers and Sellers

**WHEN IT COMES TO ONLINE ADVERTISING,
WE VIRTUALLY LEAVE NO STONE UNTURNED**

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