



From mouse to house:

# Weichert®

Makes High-Speed Connections.

This is not an offering. An offering can only be made through a Uniform Franchise Offering Circular and in states where authorized. In New York State, an offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law. If you are currently a member of another franchise organization, please disregard. Weichert® is a federally registered trademark owned by Weichert Co.

Invite us in. We'll bring results®

**Weichert  
Realtors®**

# The buyers who want to see your home are waiting online.

*Nearly 10 times more buyers find the home they purchase online than in newspapers.\**

The landscape for marketing a home these days is really more of a “cyberscape.” As recently as 1997, only 2 percent of buyers used a computer to search for a home.\*\* Today, it’s more than 87% and still growing.\* As a result, the Internet has quickly surpassed newspapers as the number one place for your buyer to find you.

## JUST LOOK AT ALL THE ADVANTAGES



*Online Advertising*



*Print Advertising*

24/7 availability	Only appears once a week
Viewed anywhere with Internet access	Viewed locally where paper is delivered
Frequently updated	Often outdated
Many large photos	One small photo, if any
Extensive property description	Limited description
Easily find properties matching your criteria	Properties matching your criteria not always present
Community/School information	No area information
Printable brochures	Call office to ask for brochure
Click and save to “favorites”	Cut out and try to remember where it went

\* 2008 National Association of REALTORS® Profile of Home Buyers and Sellers

\*\* 2004 National Association of REALTORS® Profile of Home Buyers and Sellers

## We'll create more traffic to your listing

*Our multi-million dollar annual investment in Internet marketing places your home where it will be found most easily by the most potential buyers:*

- 1. SEARCH ENGINES** - When buyers search for real estate online, they typically enter a search term on one of the most popular search engines. That's why, to draw people to our site, we are currently bidding on more than a million search terms\* from Google, Yahoo!, MSN, AOL, AltaVista and more.
- 2. WEICHERT.COM** - Many buyers go directly to our website, weichert.com. We now attract an average of 100,000 visits per day\*\*, which puts us among the top 5 real estate brokers' sites nationally.\*\*\* That means we get about 3 million visits a month.\*\*
- 3. TOP REAL ESTATE WEBSITES** - Some website buyers will go directly to the most popular real estate websites to search for listings. Whether it's a national site or one that's trusted by people searching either statewide or in your local area, we make sure your home will automatically be available there, too. Our listings currently appear on Zillow, Yahoo Real Estate, Trulia, Realestate.com, Cyber Homes, AOL Real Estate, Homes.com, Realtor.com, and many more.

\* Weichert Lead Network, Inc., 1/09

\*\* Net Tracker Web Analytics

\*\*\* Hitwise Real-Time Competitive Intelligence, 1/09



## We feature homes at their best online

Independent research proves buyers spend more time on weichert.com than on our largest competitors' sites. In fact, our average of 16 minutes is, in some cases nearly double.\* In that time, potential buyers are simply more likely to find your listing.

Here are some of the key features that make weichert.com so successful for sellers:

- *Buyers who have enrolled with Weichert Valet® and have searched our site for a home are automatically notified by e-mail when a listing meeting their criteria is placed online.*
- *Quick searches and maps lead buyers with the right criteria directly to listings.*
- *The latest mapping technology helps buyers understand properties' exact locations.*
- *The "Weichert Valet:" helps buyers save and manage search results on our site.*

\* Hitwise Real-Time Competitive Intelligence, 1/09



# Our high-speed connection links your listing to in-person visits.

Let's say a house-hunter finds your home on a typical real estate website and likes it. Now what? Despite the fact that Internet users demand instant gratification, other real estate companies often take hours to respond. **Weichert**, though, has a unique "Quick Connect" process that lets buyers speak to us in minutes. This vastly improves the chances that an interested buyer will wind up at your door.

## WEICHERT QUICK CONNECT AT A GLANCE



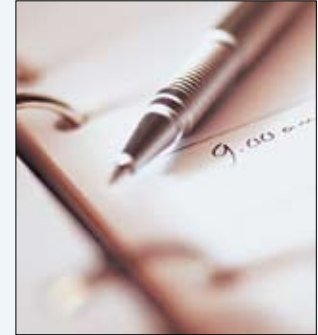
*1. Prospective buyer discovers your property and inquires*



*2. A trained specialist in our Contact Center responds*



*3. Transfer to a local Weichert® Sales Associate within moments*



*4. Sales Associate sets up an appointment to show your home*

Here's how it works: Every visitor to [weichert.com](http://weichert.com) with an interest in your listing is encouraged to call our 800 number or fill out a simple "contact me" web form. They then speak to one of the knowledgeable service specialists who staff our contact center 7 days a week. Every customer who can be qualified as a serious prospect is connected, by cell phone, within moments, to a **Weichert** Sales Associate who has signed up to receive the call and is available to set up an appointment to show it. No other full-service real estate company wins over web-based customers that way.

At **Weichert**, we continue to believe that real estate is a people-to-people business. So now that the Internet is becoming the best source of people shopping for a home, we're committed to maintaining an Internet strategy that lets a **Weichert** Sales Associate bring them face-to-face with you and your home as quickly and efficiently as possible.

