

Dear Prospective Home Seller,

If you are like most homeowners, you want your property to be sold quickly and for the highest possible price. Then the Featured Homes™ Marketing System can help you meet your home selling goal. Here is why:

Homes that are marketed using the REALTOR.com® Featured Homes Marketing System get 500% more exposure¹, on average. That means more buyers looking in your area will see your home, which can create more demand for your property.

Featured Homes Are Seen 500% More Often¹



▼ The Featured Homes™ position provides top billing in a prime spot on the Internet's #1 real estate site, REALTOR.com®², so targeted home searchers see your property first.

Home buyers are using the Internet to search for homes more and more, and they spend the most time searching on REALTOR.com®²:



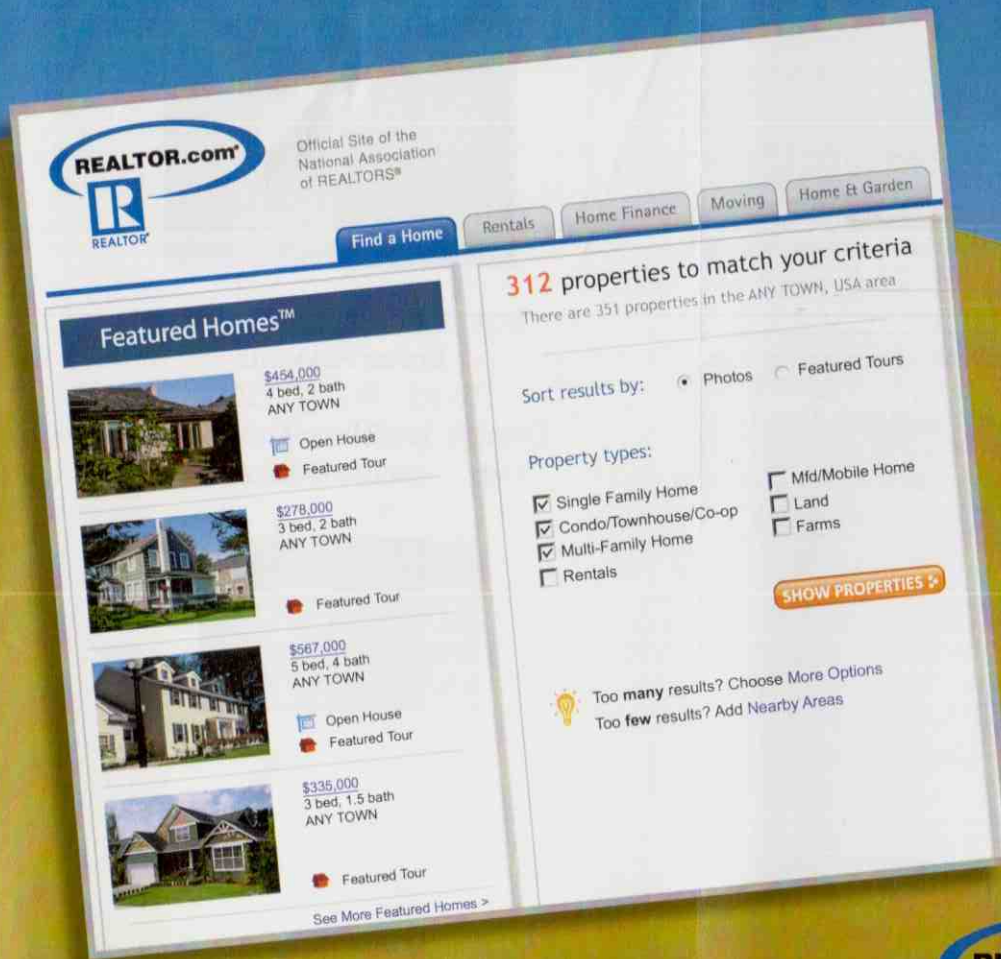
REALTOR.com® has over 6.6 million unique users a month³

Selling Homes for More

While no REALTOR® can guarantee in advance of a signed contract between a home seller and a ready, willing and able buyer what a home will sell for – A REALTOR® representing home sellers should do everything within reason to maximize the marketing of that property in order to produce the highest price and best terms for his or her home seller.

Generally speaking, the laws of supply and demand influence the favorable pricing of a home. Accordingly, it is possible that the more exposure a property receives the greater the potential demand, which may result in more competition for your property. It is for that reason why I employ the Featured Homes™ position on the REALTOR.com® Web site, when available and with the approval of my home sellers. While no one can guarantee a certain price for your home, I use this powerful marketing system to ensure that your home receives maximum exposure, which in turn can generate the maximum price.

Featured Homes™ – Get Maximum Exposure and Maximum Value



- ▼ Top shelf position
- ▼ 500% more exposure¹
- ▼ Be seen on REALTOR.com® before virtually all other homes in your market
- ▼ Limited availability to be featured

Ask if your home will be a *Featured Home* on REALTOR.com®, the #1 real estate site²



Based on Move, Inc.'s internal analysis for October 2005 – January 2006, average measure of property showings with Featured Homes versus property showings for non-Showcase Listings.
Media Metrix – based on reporting of the time online users spent during 2005 on REALTOR.com® and other comparable real estate listing aggregation sites and excluding sites of franchisors/brokerages.
Media Metrix – reporting the average number of unique visitors to the REALTOR.com® site each month of 2005.
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