



NAVIGATING PARTNER SITES

BellSouth.net

A regional Internet Service Providers (ISP) that gets a large amount of traffic in the Southeast. The Real Estate Book is one of only two providers of content, but is the exclusive magazine provider. Consumers can view listings and have direct access back to the advertiser.

- Log on to home.bellsouth.net.
- Click on Real Estate in the left hand column.
- Type in Real Estate Search criteria.
- Listings will appear. Click into a listing, then on "click here for more detail" to see TREB branding.

BobVila.com

A home improvement site which has a very qualified audience. It is common for a homeowner to decide they want to fix up their home or find a new one. The Real Estate Book is the exclusive provider of content to this site. Consumers can view listings and have direct access back to advertisers.

- Click on the Real Estate tab on the right side of the top bar.
- Choose a state, then choose a city.
- See listings. Use top bar to narrow down search results.

My.Earthlink.com

TREB listings can be accessed on this site because of our relationship with Homegain.com. Earthlink is an Internet Service Provider. When someone subscribes to this service, My Earthlink becomes their start page.

- Go to My.Earthlink.com and click on the Real Estate link.
- In the left hand column, click View Homes For Sale.
- From here, follow the Homegain instructions.

Google Base

Google Base is Google's new classifieds product, it is Beta testing right now. To access the site, go to base.google.com or type in Google Base in the Google search box.

- Enter search in search box, such as "Charleston, VA real estate".
- TREB Listings will appear within the search results, click on any listings for more details.

HomeGain.com

The second most visited real estate website according to Media Metrix, where consumers have direct access to listings. The Real Estate Book is the exclusive print provider of searchable listings.

- Click on Find a Home in the top bar.
- A US map will appear. Click on a state.
- A list of cities/areas will appear. These are ad products that HomeGain has sold to individual Realtors and Brokers. Click on "Don't see what you are looking for? Search other areas." to access TREB listings.
- Enter search criteria. Listings will be branded with TREB in search results.

Homepages.com

Homepages.com is a site that utilizes cutting edge digital satellite imagery. Because of the need to homes to show up on a map, only TREB listings that have allowed for addresses to be displayed online are fed to this site.

- Click "Find Homes For Sale".
- Enter City, State, and Zip.
- Refine Search as desired.
- Houses will appear on the map. TREB listings will be branded on the map with a logo.
- If you click on home, more information will appear to the right.
- Click on Property Details for more information.

** While Homepages.com covers a majority of the US population, it does not display content in some smaller metros yet. They are currently working to increase their coverage.*

Houselocator.com

A real estate website where users can quickly and easily find homes for sale. The Real Estate Book posts listings to this site, so property information will reach the thousands of potential buyers who visit HouseLocators.com and search for homes.

- Enter search criteria on the home page.
- Click on a listings, then on "click here for more detail" to see TREB branding.

House-Real-Estate.com

TREB listings appear on this site because of our relationship with Homegain.com. Navigation on this site is the same as that on Homegain.com. TREB listings can be found by clicking into a state and then on "Don't see the area you are looking for?". See Homegain.com for further instructions.

LendingTree.com

A leading lending website. The Real Estate Book is the exclusive print provider of content on this site, which is owned by the same parent company as www.realestate.com. All leads the listings generate are immediately emailed directly to the advertiser.

- In the top bar, click "Find a Home".
- You are taken into www.realestate.com, see those instructions to find TREB listings.

Lycos

A global portal in which The Real Estate Book is the exclusive provider of real estatelisting content. When a consumer clicks on the Real Estate link, they are taken to RealEstateBook.com with direct access to listings.

- Scroll to the bottom on the page where it says "More On Lycos".
- Click on Real Estate.
- Drill down on the site to see local listings.

MSNBC.com

TREB listings appear on this site because of our relationship with Homepages.com. Go to msnbc.com, and click on Real Estate in the left hand column. In the Real Estate center, click Go by the text "search millions of locations on Homepages.com". See Homepages.com for more details on this search.

MSN Sympatico

Each month this site reaches more than 80% of the Canadian online population, generating approximately 15.5 million monthly unique visitors. The Real Estate Book is the exclusive content provider to Sympatico's Real Estate section.

Log on to msn.ca or sympatico.msn.ca. Click on the House and Home channel in the left hand column. From here you can view TREB listings in two ways.

1. In the left column on the House and Home section, there is a TREB logo which will take to realestatebook.com.
2. Also on the House and Home page there is Find Your Dream Home box, click on this. From here enter your search criteria and you will find only TREB listings.
3. After you click on House and Home, click on Real Estate in the left hand column. On this page there are three links to access TREB listings.

RealEstate.com

Another natural URL for consumers who are looking for “real estate” to type into a browser. The Real Estate Book is the exclusive print provider of content to this site. Consumers can view listings and send leads directly to advertisers.

- Click to “Search Over 1 Million Homes”.
- Under the map, there is a link that says “View Listings From The Real Estate Book or Order One Now”. Click on the Listings link here, not on any of the states.
- Enter search criteria and click “Go”.
- TREB listings will appear. All leads sent by users from here and emailed directly to the real estate agent immediately.

Also, at the bottom of www.realestate.com pages, there is always a link called “Homes in the Real Estate Book” that you can click on to access TREB listings.

RealtyTrac.com

The Real Estate Book is the exclusive print provider of content to the Resale section of this website.

- On the home page of www.realtytrac.com, click on the state you are interested in.
- On the next page, select a county or enter a zip code.
- Across the top of the search results is a multi-colored bar. Click on the Resale Homes tab to find TREB listings.

Viacom

Viacom television stations digital media group partnered with The Real Estate Book to bring real estate content to its CBS websites.

- Go to a Viacom CBS channel’s website, like wcbstv.com.
- In the left hand column, under Services, click on Real Estate.
- Navigate the site to see local listings.

WSJ.com or RealEstateJournal.com

The partnership with the Wall Street Journal gives fantastic exposure to Real Estate Book homes that are \$1,000,000 or more.

- Go to wsj.com and click on RealEstateJournal in the left hand column, or simply start at www.realestatejournal.com.
- At the top of the left hand column is an area to Search Property. Click on For Sale or Rent.
- Select to search “The Wall Street Journal’s database of Distinctive Properties and Estates”.
- Click on the desired state, or click “[here to search by other criteria](#)” if you want to enter search perimeters (recommended).
- TREB listings will appear in the search results and will be branded as such in the far right hand column of the results.

Yahoo.com

Yahoo is one of the Internet’s most visited websites. The real estate section is a link on the home page of the site. Listings that are displayed on this site give the consumer direct access back to the advertiser.

- Click on Real Estate from the main page of Yahoo.
- Enter search criteria.
- In the Search For: field, there are four options. To view TREB listings, you must click “Yahoo! Classifieds”.
- Listings will be branded as “Provided by The Real Estate Book”.