

REALTOR.COM

Written by

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VO

REALTOR.COM® ...The *BEST*, just got better... With the BEST CONTENT on the market...

THE FOLLOWING WORDS FLY ONTO THE SCREEN AND ARE CIRCLED AS IF BY A PEN:

100 MILLION+ Properties

Over 800 MLS Relationships

No For Sale by Owner Properties

98% of ALL US properties listed for sale

90%+ of listings updated every 15 minutes!

VO (CONT'D)

...Representing the BEST brand OUT THERE, With REALTOR® names & profiles on every listing...

GRAPHIC OF: LISTING

VO (CONT'D)

...And REALTOR® advocacy messages integrated into the site.

GRAPHIC OF: ADVOCACY MESSAGE

VO (CONT'D)

Not to mention a REALTOR® branded consumer action center...

GRAPHIC OF: ACTION CENTER

VO (CONT'D)

...And ads promoting the value of a REALTOR®!

GRAPHIC OF: ADS

VO (CONT'D)

REALTOR.COM® has a fresh, modern take on product innovation... With Mortgage rates for Mobile...

GRAPHIC OF: MOBILE

VO (CONT'D)

...An updated *Rentals App*.

GRAPHIC OF: RENTALS APP

VO (CONT'D)

And with the release of the *New Doorsteps App*...

GRAPHIC OF: Doorsteps APP

VO (CONT'D)

...*Windows 8 App*..

GRAPHIC OF: WINDOWS 8 APP

VO (CONT'D)

...and *Find App* for REALTORS®

GRAPHIC OF: FIND APP

VO (CONT'D)

You now have the power of
REALTOR.COM® in the palm of your
hand...

There's also bigger photos to
searches and listings...

GRAPHIC OF: BIGGER PHOTOS

VO (CONT'D)

...And home renovation reports
through a partnership with *Porch*.

GRAPHIC OF: RENOVATION REPORTS

VO (CONT'D)

Not to mention a new map experience
is being built...

GRAPHIC OF: MAPS

VO (CONT'D)

...alongside a rapidly evolving
home page.

GRAPHIC OF: HOME PAGE

VO (CONT'D)

And you KNOW what?... All this hard
work is already paying off.

(MORE)

VO (CONT'D)

In 2013, 325 million high quality visitors came to REALTOR.COM®

GRAPHIC OF: 325 MILLION Unique visitors in 2013

VO (CONT'D)

According to an independent study, REALTOR.COM® ranked as the #1 online source for number of leads...

GRAPHIC OF: #1 SOURCE OF LEAD VOLUME

VO (CONT'D)

...And the #1 source for best converting leads..

GRAPHIC OF: #1 SOURCE OF BEST CONVERTING LEADS

VO (CONT'D)

And the BEST part about all of this is... We're just getting better.

Over the past 2 years, we've increased site traffic by 30%,

GRAPHIC OF: GROWING IN TRAFFIC (NEED CHART FROM ANDREW)

VO (CONT'D)

And increased the amount of consumer connections we deliver by 89%.

GRAPHIC OF: XX% INCREASE IN CONNECTIONS MADE (NEED DATA FROM BRYAN CHARAP)

VO (CONT'D)

And we do all of this so we can proudly tell the real estate story - the REALTOR® story - in the new digital world.

GRAPHIC OF: "MOST ACCURATE APP"

VO (CONT'D)

REALTOR.COM® Where home happens.

GRAPHIC OF: REALTOR.COM. "WHERE HOME HAPPENS."