



# SCOTT LYLE REALTORS

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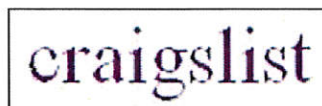
## MARKETING & ADVERTISING MEDIA

We utilize a large number of internet providers in marketing your home for broad exposure both in the USA and internationally. This is only a partial list of places we advertise. PROXIO is the premiere website that allows international Realtors to network together and access detailed information on our listings in the USA.



Top Producer

YAHOO! REAL ESTATE



### PRINT CAMPAIGN

- Brochures
- Invitations
- Postcards

### PUBLICATIONS

- Lifestyle Properties
- Palm Springs Life
- Targeted Regional Print Media

### DIGITAL CAMPAIGN

- E-campaigns
- Social Media
- Video



# Why Your Home Deserves A VisualTour

Selling your home or buying a home can be a big challenge these days. Frustrating. Time consuming. Exhausting. Nerve wracking. Especially if you try to go it alone or with outdated resources.

VisualTour saves sellers and buyers time, adds convenience and security and gives both sides of the transaction peace of mind. For a home seller, your real estate agent can give your home maximum exposure to the largest number of potential home buyers.

For home buyers, using our website saves you hours of time trying to track down photos, maps, flyers, and contact information for homes for sale that show minimal information online or just a few lines of text in the newspaper. See how easy it is to find numerous homes in your desired location - all with a robust, rich media VisualTour!

## Featured Tours



Surrey, BC  
\$749,900



Hermosa Beach, CA  
\$1,449,000



Chico, CA  
\$998,700



Prattville, AL  
\$234,900

Each of these VisualTours has been viewed hundreds (or even thousands) of times. They are popular because the real estate agent who markets these VisualTours included captivating information such as scrolling panoramic scenes, descriptive text and numerous photos along with easy to use tools to locate the home on a map and contact the agent when you're ready to do so!

### ***89% of Home Buyers turn to the Internet to look for homes. Which homes capture their time and attention?***

Listings of homes for sale, of course. But listings with plenty of information including a visual presentation of the home. In fact 97% of consumers surveyed prefer listings with virtual tours and multiple photos. Sounds obvious? Imagine if on eBay, an automotive or hotel website you just saw a couple of lines of text describing the item offered. No photos, no feature rich information about the specifications, the warranty, or how to find or purchase the item. You wouldn't spend much time on that type of website would you?

Providing a quality, rich media Internet based showcase is now one of the minimum requirements for a real estate professional to effectively market a seller's home and to attract buyers to express interest in that home. No longer is it acceptable to just put a sign in the front yard, purchase a 3 line classified ad, send out a batch of "Just Listed" postcards to the neighbors and hold an open house.

Real estate professionals who are proactive in leveraging the power of the internet to market a seller's home know that they need to do more than just show a few lines of text and a photo or two on the Multiple Listing Service or on their own website.

### ***Today's top agents use the power of VisualTour***

to professionally showcase your home with rich media that appeals to home buyers.

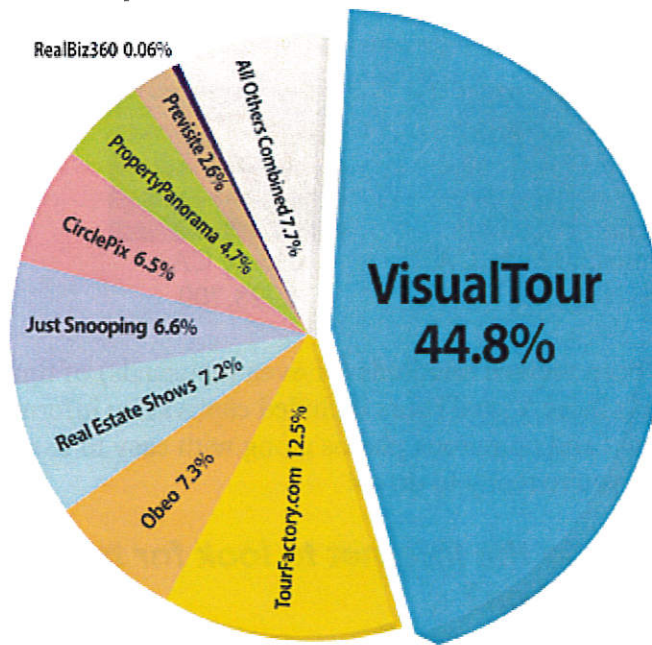
Take a look at some of these VisualTours below that give you an idea of why we say that VisualTour is the best way to show a home and see a home.

But VisualTour is much more than just a series of pretty photos and scrolling panoramic scenes. Each VisualTour can include interactive mapping, a printable flyer, the ability to download the tour for reference when a buyer cannot be connected to the internet and immediate contact points so that buyers can reach your listing agent immediately!

### **Maximum Exposure**

Just as important as all of these features is the Maximum Exposure that only VisualTour provides your agent and your home. Hitwise.com is a leading website traffic measuring service, monitoring more than 1 million websites, including more than 2,500 real estate websites. These recent charts clearly show that the nearly 10 million VisualTours viewed monthly is more than three times the exposure generated by our nearest virtual tour competitor. And VisualTour is also a serious information source compared with other well known real estate search sites.

**Top 10 Virtual Tour Vendors\***



Source: Hitwise.com - Real-Time Competitive Intelligence



**THE ULTIMATE SHOWING SUITE**  
"Start with a showing, end with a sale."

**NEW!**  
New Mobile Access

- ▶ HomeFeedback
- ▶ Showing Calendar
- ▶ Customer Surveys
- ▶ Foreclosure Feedback
- ▶ Listing Sync
- ▶ Showing Sync
- ▶ Lead Sync
- ▶ Home Follow

## Real Estate Productivity Suite

Showing Suite™ is an all-in-one real estate productivity software suite to help real estate agents, real estate teams, and real estate offices harness their full sales potential by automating time-consuming tasks to allow more focus on sales.

Showing Suite™ boosts real estate productivity by automating the showing feedback process, allowing prospects to schedule showings on your website, and employing email marketing to communicate with both clients and incoming leads. Along with saving REALTORS® hours of time every month, Showing Suite keeps clients and leads happy and informed during their real estate transaction, resulting in obtaining more listings and selling them in less time for more money.

Showing Suite™ is a web-based real estate productivity software suite that can be purchased for individual real estate agents, real estate teams, real estate brokerages, or even entire MLS boards.

**HomeFeedback**

**"#1 Provider of Real Estate Feedback in 167 Markets"**

- ▶ Sell homes faster
- ▶ Obtain more listings
- ▶ Get price reductions
- ▶ Save hours weekly
- ▶ Lockbox integration

## HomeFeedback® REALTOR® Software

HomeFeedback® is a REALTOR® feedback system to help you easily and efficiently obtain feedback from real estate agents after they show your listings.

HomeFeedback® helps you save time and communicate more effectively with your clients by presenting them with the feedback directly from the showing agents and their buyers. Once sellers begin to read feedback through this innovative REALTOR® software, they will be more apt in making necessary changes to speed the sale of the listing.

HomeFeedback® is web-based REALTOR® software that can be used by individual realtors, real estate teams, or real estate brokerages. Give yourself an edge over the competition by adding HomeFeedback® to your arsenal today

### How it works

Whenever one of your listings is shown, the showing agents' contact information is entered into the HomeFeedback® REALTOR® software.

Showing information can be manually entered into the system, or automatically pulled from SentiLock or Supra lockboxes via Showing Sync®.

HomeFeedback® will then follow-up through a series of emails requesting feedback from the showing agent and their clients.

Once the showing agent responds to the feedback request, HomeFeedback® will then distribute the responses