

Put your properties where buyers are looking. Why advertise online?

Majority Audience

*87 percent of home buyers used the Internet to search for homes.

Effective Resource for Generating Leads

*63 percent of buyers walked through homes first viewed online.

Engaged Consumers

*For one third of all buyers, the first step in the buying process was looking online for properties.

Enhanced Features

*Photos and detailed property info were ranked very useful by 80 percent of buyers.

*Source: NAR Profile of Home Buyers and Sellers, 2008

Priority Placement

I'll market your home to the widest audience possible with enhanced exposure.

Unlimited Photos and Virtual Tour

I'll give the best view of your home with the #1 and #3 top ranked Web site features*

The screenshot shows a detailed property listing on HomeFinder.com. The main content area includes a map, a large photo of the house, and a description. The sidebar on the right contains a 'Visible Presence' section with a 'Send' button and a 'Qualified Phone and Web Lead Form'.

Visible Presence, Online Branding
87 percent of buyers search online. I'll place your home front and center.

Qualified Phone and Web Lead Form
I'm connected to buyers 24/7 and receive direct leads through email

Why I Advertise on HomeFinder.com

- ▶ Nationwide network of 130+ online newspaper sites funnel local traffic to your property
- ▶ More than 3 million national listings keeps consumers coming back to the site
- ▶ There are already more than 15,000 agent, broker and builder advertisers seeing measureable results

Let me help you turn your 'For Sale' into 'Sold'!