



# Veltri Realtors...

## *Runs with the Big Dogs!*

### How the Internet has leveled the playing field.

Modern home selling has gone way beyond the "for sale" sign on the front lawn. Nearly 90 percent of home buyers look online when shopping for a home, according to the National Association of Realtors. So your home-selling efforts need to cruise the Information Superhighway at top speed.

Despite a slowdown in the housing market, real estate consumers have increased their usage of the Internet as their 'go-to' real estate information source in order to successfully find the home they purchase.

The number of buyers who ended up purchasing a home they first saw online has soared -- from just 8 percent in 2001 to 32 percent in 2008 -- according to NAR statistics. Meanwhile, the number of buyers who found their homes through a real estate agent has dropped from 48 percent in 2001 to 34 percent in 2008.

Home sellers need to know how to use the Internet's full marketing power to attract the growing number of buyers who go online to find their next home.

The Internet and broader access to it have helped even the playing field between large companies such as Weichert, Coldwell Banker Residential, Diane Turton, Realtors & Crossroads Realty, Inc and the franchise firms such as C21, Coldwell Banker, Prudential, Sotheby's, GMAC, Better Homes & Gardens, ERA, Keller Williams and ReMax. With access to the same tools the mega brokers and franchises use to market homes, sellers are able to better weigh the advantages of working with a real estate companies and focus on the agent as the quarterback *and* getting the highest price in the shortest amount of time.

## Listing Syndication

Syndication is becoming one of the fastest growing listing advertising mediums on the Internet today. Giving your listings maximum exposure just makes sense and Point2 Agent has the largest syndication network in the real estate industry, with new partners being added frequently. We enter your listings once and watch them spread automatically to some of the highest trafficked search sites on the Internet.



Point2 Agent allows for your listings to be advertised across multiple popular home search sites with just a click of the mouse. You determine which websites you prefer your listings to be advertised on and we take care of the rest.

Once your listings are being syndicated, you need to know just how well they are doing out there. Point2 Agent doesn't just fire and forget your listings. We provide you with detailed statistics and reports from all of our supported syndication partners. These reports are also available to show your sellers from within their own private Seller Login area.



Internet Data Exchange ("IDX"), also referred to as "Broker Reciprocity," is the next stage in the evolution of MLS as the primary means of enhancing cooperation between REALTORS® to facilitate the purchase and sale of real property. IDX gives MLS Participants the tool they need to display each others' listings on their Internet websites.

Weichert | Century 21 | ERA | Sotheby's International | ReMax  
Prudential | Coldwell Banker | GMAC | Keller Williams | Veltri Realtors  
Better Homes & Gardens | Diane Turton, Realtors | Crossroads Realty, Inc.  
and virtually all others!

