



Leverage the Power of the Red Spinning House

Realtor.com® and PicturePath™

PicturePath™ is the path to successful Featured tours! Make sure that your tours are getting the most visibility via REALTOR.com®.

The **PicturePath™** program is a flexible and open program that allows any participating Featured tour company to send the full featured 'Featured tour' you order to REALTOR.com®, the #1 real estate site (1). It is as easy as asking "How can I leverage the power of the Red Spinning House and reach the largest audience of home buyers on the #1 real estate site, REALTOR.com®."

The image shows two screenshots from the Realtor.com website. The top screenshot is a search results page for '2243 HOLLISTER' in Any Town, USA 90000, priced at \$279,500. It features a 'Virtual Tour' link. The bottom screenshot is a detailed listing for the same property, showing a large photo of the house and a 'virtualtour' icon. A red arrow points from the 'Virtual Tour' link in the search results to the 'virtualtour' icon in the detailed listing. A red callout box with a house icon says "Your virtual tour displays here."

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