



Leverage the Power of the Red Spinning House

84% of home buyers say photos and detailed property descriptions are the most important features when searching online for homes - followed closely by Featured tours. The need for REALTORS® to take advantage of these preferences and differentiate themselves as Internet marketing specialists has never been greater. Featured Tours give you the ability to take full advantage of the traffic that is driven to your listings on REALTOR.com® so that consumers don't pass you by.

Home buyers clearly recognize the value of Featured tours, with the "Featured Tours First" display option clicked on more than 120,000 times each day on REALTOR.com®. However, you're not just catering to home buyers - you're also strengthening your marketing proposals with home sellers.

- ❖ **Build your personal brand awareness with your photo prominently displayed**
- ❖ **Make each listing a link for leads to you**
- ❖ **Differentiate how you market homes**
- ❖ **Reach Internet consumers with Featured tours on the #1 real estate site, REALTOR.com®**
 - Home buyers and sellers spent 75% of the time they searched for a home online on REALTOR.com®
 - REALTOR.com® is used by over 5.7 million prospective home buyers and sellers a month



Alter Ego 360° Virtual Tours

155 Seven Bridge Road

Lancaster, MA 01523

508.341.7075

978.368.0594

www.AlterEgo360.com

tours@alterego360.com