



Alter Ego 360° Virtual Tours

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Realtor.com® Site Statistics

#1 in Visitors - The TRAFFIC is heavy. REALTOR.com® has over 5.5 million unique users per month*, almost twice the number of unique users as its nearest competitor's "homes for sale" section. REALTORS® love it because right in the middle of all that traffic is YOU.

#1 in minutes per visit - More time online means better leads. STICKINESS is a good thing. That means more people are staying with us longer. That translates into serious buyers spending more time with YOU and your content. With an average of nearly 20 minutes per visit*, it's more than 3 times longer than most competitive sites .

#1 in content - More listings means more leads. LISTINGS, listings and more listings. 2 million to be exact. The numbers alone leave the competition far behind. REALTOR.com® has more than 90% of U.S. single family REALTOR® listed homes, with daily updates of more than 80% of listings from over 800 Multiple Listing Services from all 50 states, Canada and Puerto Rico.

#1 in online distribution - More partners mean more opportunities for leads. Enter into STRATEGIC PARTNERSHIPS. Alliances with top Internet sites such as MSN, AOL, and the Wall Street Journal drive qualified traffic!

#1 in industry relationships - Proven, credible, reliable. At REALTOR.com®, we've developed relationships with major industry associations and many local and national brokerages. Relationships that drive prospective clients to your site. Simply put, REALTOR.com® the official site of the NATIONAL ASSOCIATION OF REALTORS®, so if you're a REALTOR®, it's all about YOU.

**SOURCE: MEDIA METRIX, January, 2004, and Internal Logs*

These statistics from Realtor.com® show how savvy online home buyers have been and will continue to use the Internet in searching for their new home. Now, think if you added a **360° Virtual Tour** to your marketing efforts ... one that will attract and “grab hold” of your potential home buyer by utilizing the latest technology, interactive hotspots and added features. **Alter Ego 360° Virtual Tours** are completely interactive from room-to-room, offer premium audio clips to entice another one of the home buyer’s senses and offer many other features that “other” tour companies do not offer.

Contact us today @ 508.341.7075 or visit our website @ www.AlterEgo360.com for our Tour Gallery, Tour Packages / Rates and complete details.
