

Exposing Your Home On The Web

ALLENATE.COM

Our site features more than 40,000 listings from Greensboro, NC to the Charlotte Metro area including South Carolina. Three Multiple Listing Services (MLS) feed the site with the IDX* (Internet Data Exchange) listing data, where you can see 97% of the listings in the region. Allentate.com receives more than 70 million hits per month featuring customized property searches and consumer e-mail benefits.

LUXURYPORTFOLIO.COM

Through our relationship with Leading Real Estate Companies of the World™, our listings priced at \$750,000 and above are featured on LuxuryPortfolio.com. This site is promoted in national lifestyle and real estate magazines such as *Unique Homes* and *duPont Registry*.

CHARLOTTE.COM

The site of *The Charlotte Observer*, Charlotte.com is considered a regional portal that attracts buyers from around the country due to the highly-recognized domain name. Allen Tate listings are prominently displayed in the search results and are enhanced with up to 21-photo tours and detailed property descriptions.

CHARLOTTEUSA.COM

As the Web site of Charlotte Regional Partnership, charlotteusa.com is one of the state's chief economic development organizations. It is visited by executives from major international, national and regional corporations considering relocating their businesses to the region. Our company's site is the exclusive source for relocation information and property search.

RELO NATIONAL HOME SEARCH

With more than 650 firms nationally and more than 20 firms internationally participating, consumers can view more than two million listings in most metropolitan regions on RELO National Home Search. Allen Tate is the #1 destination site for the region on this search. Of all RELO brokers in the region, allentate.com is the most accessed site.

CAROLINAHOME.COM

Owned by the Charlotte Regional Realtors Association, this site is used by smaller broker firms with no IDX site. Smaller firms drive buyers here because there is no competing broker advertising. About 97% of all listings are here, including all Allen Tate listings.

TRIADHOMES.COM

Allen Tate's presence on the *Greensboro News & Record* site is prominent to attract visitors to search our listings. Our allentate.com is also promoted on news-record.com, greensboro.com and gotriad.com.

WINSTONSALEM.COM

The Winston-Salem Chamber of Commerce site receives 100,000 visits each month. Allen Tate's presence on the Web site includes rotating ads on the Welcome page, Community Calendar page and Job Posting page, linking visitors to allentate.com.

REALTOR.COM

This well-known consumer site is heavily visited by national buyers and is promoted in national media. Visitors can search for homes in our region and view our listings.

JOURNALNOW.COM

The online partner of the *Winston-Salem Journal* receives more than 400,000 unique visitors on a monthly basis. Visitors to the site will have the opportunity to access the *Winston-Salem Showcase of Homes* and link to allentate.com. *Allen Tate Showcase of Homes* will also be prominently featured on the website's homepage for easy access.

***WHAT IS IDX (INTERNET DATA EXCHANGE)?**

Nearly 97% of the broker firms in the region participate and share their listings for display on more than 250 regional broker sites. Allen Tate has full-time employees who manage leads from allentate.com – to track and refer people who are interested in your home.

Service. Choices. Results. • The Allen Tate Advantage