

Elevate Your Home's Exposure with Your Agent's Homes.com Membership

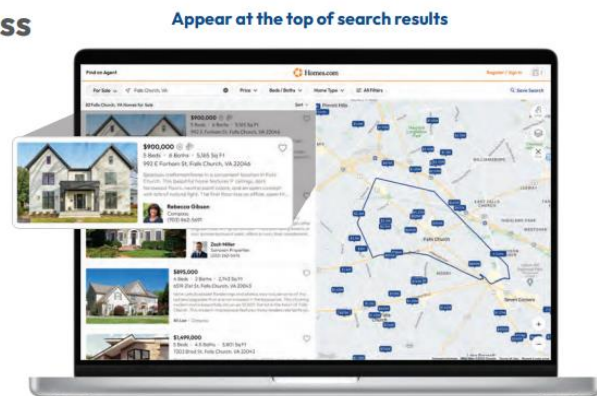
What do you get when selecting a Homes.com member agent to represent your home? With our exclusive membership benefits, your property is assured to receive the spotlight it deserves. Our platform guarantees maximum exposure for your home, not only on Homes.com but also across the web, reaching millions of potential buyers. Let's explore how your agent's Homes.com membership can enhance your home's visibility and accelerate its sale.

Key Features:

1. **Priority Placement:** As a Homes.com member agent, your agent has the power to boost your home to the top of our site's search results. Additionally, your property will be prominently featured on high-traffic areas such as the home page, neighborhood pages, and school pages until it's SOLD. This prime placement gives your home unparalleled visibility, ensuring that it stands out to prospective buyers browsing in your area.

A Homes.com Membership delivers unmatched exposure for your listings and brand – helping you win more business and close more deals

Top placement in search results, enhanced layouts, added exposure on our most neighborhood and schools pages, and aggressive retargeting across the web makes the Homes.com Membership an invaluable resource for growing your business.



2. **Enhanced Exposure:** Unlike non-member listings, your home benefits from priority placement and increased exposure on Homes.com. When consumers search for properties in your area, your home will be among the first they see, increasing the likelihood of inquiries and showings. With superior marketing and promotion, your

home is positioned to attract more attention and ultimately sell faster.

MEMBER EXCLUSIVE

Members get additional exposure on our most popular pages

Members get improved brand recognition with featured agent profiles on our most popular pages, including neighborhoods, schools, and our homepage.



- Targeted Marketing:** Leveraging our platform's advanced targeting capabilities, your agent can ensure that your home reaches the right audience at the right time. By strategically promoting your listing to interested buyers in your area, your agent maximizes the chances of generating quality leads and securing offers. With Homes.com's targeted marketing tools, your home receives the attention it deserves from motivated buyers

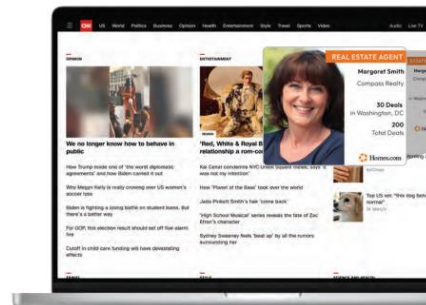
Grow your brand and build credibility

Homes.com members are in front of homebuyers and sellers in their market over 1.4 million times a month and receive 9x the leads.

Sort above non-members in the agent directory



Retargeted on thousands of sites across the internet

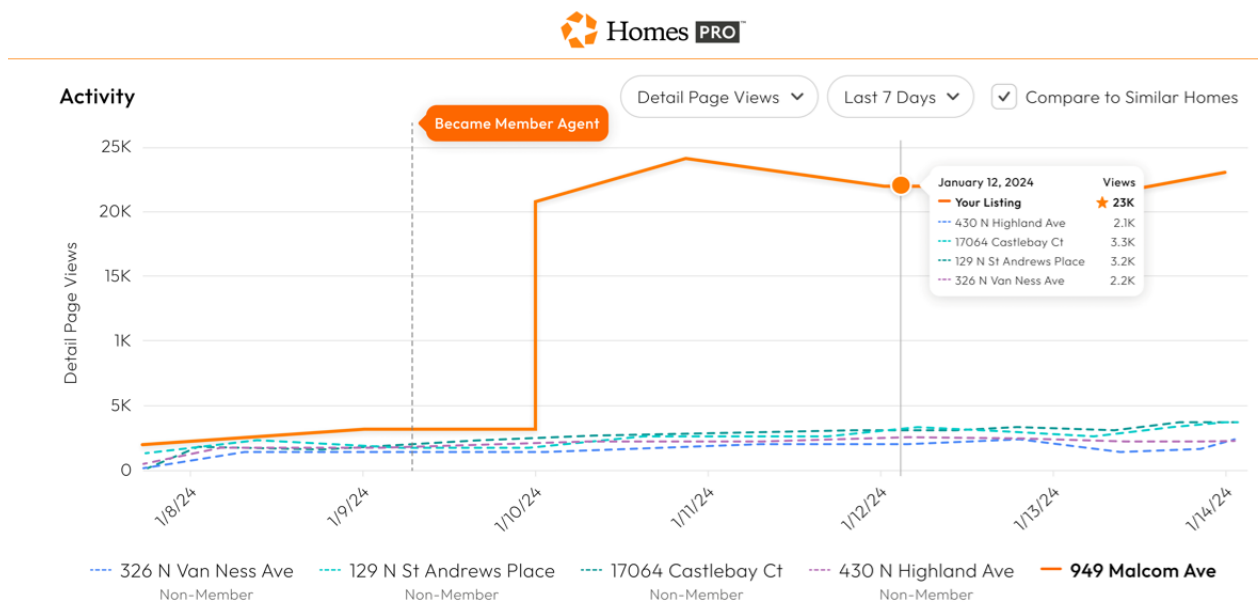


Stay Informed and Empowered: Tracking Your Home's Exposure with Your Agent

When it comes to selling your home, knowledge is power. With your Homes.com member agent by your side, you gain access to valuable insights and analytics to track your home's exposure and compare it to other listings in your area. Additionally, you'll have visibility into all the websites where your home has been advertised, giving you unparalleled control over your home-selling journey. Let's explore how you can leverage these tools to make informed decisions and maximize your home's visibility.

Key Features:

- Detailed Exposure Tracking:** Your member agent utilizes Homes.com's advanced analytics tools to track the type and extent of exposure your home receives. From the number of views and inquiries to the duration of time on the market, you'll have real-time insights into how your home is performing compared to similar listings in your area. This information empowers you to make data-driven decisions and adjust your marketing strategy as needed to attract more potential buyers.
- Comparative Analysis:** By comparing your home's exposure metrics to other listings in your area, you'll gain a competitive edge in the market. Your member agent can provide you with detailed reports and insights, allowing you to see how your home stacks up against the competition. Whether it's pricing strategies, marketing tactics, or property features, this comparative analysis helps you position your home effectively and stand out to potential buyers.



3. **Comprehensive Advertising Overview:** With Homes.com's advertising platform, your home becomes your personal billboard, reaching buyers on multiple websites and platforms. Your member agent can provide you with a comprehensive overview of all the websites where your home has been advertised, ensuring maximum visibility and exposure. From popular real estate portals to niche websites, your home gets in front of the right buyers at the right time and place, increasing your chances of a successful sale.

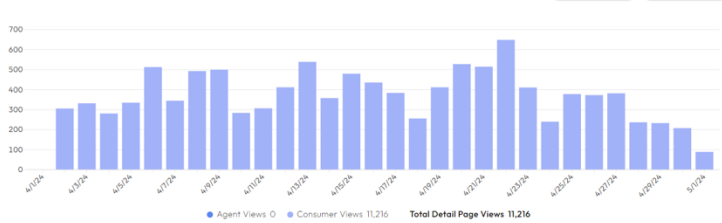
Listing Analytics



On average, member agents get 40x more exposure for their listings.

Leads	Total Views	Detail Page Views	Favorites
4	3,058,695	11,216	21

Activity



Listing Retargeting

High intent home-shoppers are being retargeted with your listing's ad, across the web.



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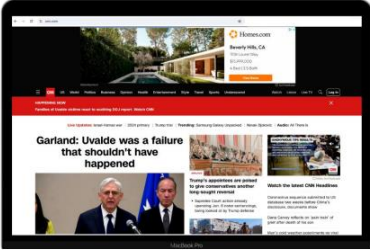
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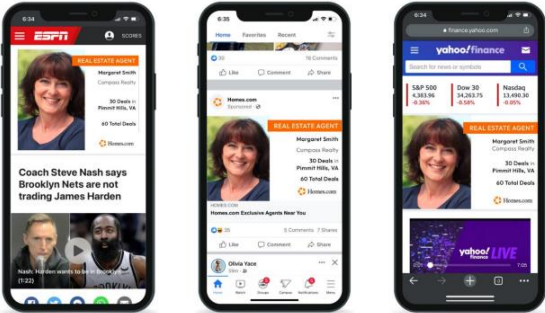
Your Home will be Promoted on Websites like ESPN, Facebook, Yahoo, CNN & more.

Retargeting ads amplify your exposure to high intent and engaged homebuyers.



40x
Frequency

Retarget traffic from similar homes that are non-member listings



Homes.com's Unprecedented Real Estate Marketing Campaign

Homes.com is making waves with the largest marketing campaign in history, investing over \$1 Billion to elevate the real estate experience for buyers, sellers, and agents alike.

HOMES.COM HAS LAUNCHED **THE BIGGEST** MARKETING CAMPAIGN IN REAL ESTATE HISTORY



Homebuyers prefer Homes.com for our unique content and hassle-free connection to the listing agent

Over 156 million homebuyers are making the switch to the Homes.com network*. The traffic numbers say it all: Homes.com is quickly becoming the most popular home buying site – growing 567% YOY and shattering the competition along the way.

While the expertise of agents is vital to the home buying and selling process, 100% of homebuyers and sellers also use the internet to support their search.** When they search online, they are turning to Homes.com.

567% YOY GROWTH



Comparison of year-over-year changes in average unique monthly users for: (i) Homes.com comparing February 2024 to February 2023, as measured by Google Analytics; (ii) Zillow's network comparing Q4 2023 to Q4 2022 (as measured by Google Analytics for Zillow, StreetEasy HotPads and Adobe Analytics for Trulia), as reported in its earnings release on February 13, 2024; (iii) Redfin comparing Q4 2023 to Q4 2022, as measured by Google Analytics, as reported in its earnings release on February 27, 2024; and (iv) Realtor.com comparing Q2 2024 to Q2 2023, based on internal data, as reported in its February 7, 2024 earnings release.