

## IMPORTANT REALTOR.COM ENHANCEMENTS – THE SHOWCASE LISTING

### Will my phone number be on the listing? The good news and the bad news

It is very important for you to understand that your name and telephone numbers can not be displayed on any **public** website that is attached to the MLS or downloads information from the MLS. This includes Realtor.com, MLSLI, RI Living, all brokerage sites that offer MLS search, MSN real estate, Yahoo real estate or any other Internet sites that are being fed property data from the MLS or Realtor.com. (This does not include the Realtors-only pages of the MLS--on those pages, your name & phone number/s **will** be displayed in the Realtor-to-Realtor showing instructions.)

This is not anything we can change. It is completely out of our control. The MLS's are online databases operated by professional Realtor Associations, and, for obvious reasons, full service Realtors have never wanted to supply the general public with the contact information for sellers. We would love to be able to post your phone numbers prominently on every public website, but since we have to use the same tools as the rest of the Realtors, we are also subject to the same rules and regulations.

However, Yourigloo has an ingenious and unique solution to this dilemma. Because we pay extra dues to Realtor.com to be a Showcase company, we can put instructions on your Realtor.com listing that allow interested buyers to pull up your contact information directly without having to call our office to get it. If they do call our office, we will provide them with your contact information. Still, we cannot answer the phone 24/7, but a link on Realtor.com would provide immediate, 24/7 access to your contact information.

Please initial your choice:

\_\_\_\_\_ **Yes** I would like to purchase the link to my contact information on Realtor.com for just \$14.95.

\_\_\_\_\_ **No** I do not wish to purchase the link to my contact information on Realtor.com. I understand that interested buyers will have to go through your office to get my numbers.

### ANOTHER IMPORTANT ENHANCEMENT WE RECOMMEND

- **TEXT DESCRIPTION: Realtor.com will not upload your marketing remarks from the MLS.** We don't know why this is the case, but for 98% of MLS around the country, it is. What they will put in the place of your description is something very generic along the lines of:
- Single family property, Area: 3770, Subdivision: Plantation Park, County: Broward, Year Built: 1964, View: Waterfront, Single Story, Central Air Conditioning, Swimming Pool (s), Dining room
- So if you have lots of special features, newly installed upgrades, a special yard, etc., which you want to point out and did point out in the marketing remarks/description that you wrote for the MLS, these remarks will be totally lost when Realtor.com uploads the listing.
- However, as a Showcase company, we can add up to a 2400 character (including spaces) description to your listing. This is ample room to describe all the important features that make your home and/or neighborhood stand out.
- \_\_\_\_\_ **I wish to purchase an enhanced 2400 character description for \$40.00**

- **SCROLLING BANNER:** Red banner that moves through your listing and can highlight most important selling points, extra incentives (to buyer), “stand-out” marketing. You can have up to 255 characters of your choice in the banner. (Must comply with HUD regulations.)

\_\_\_\_\_ **Yes, please—I wish to purchase a scrolling banner for \$14.95.**

- **PHOTOS:**

You are guaranteed 1 photo on Realtor.com. We can include up to 25 photos.

\_\_\_\_\_ I wish to have **up to 10 total photos for \$19.95**

\_\_\_\_\_ I wish to have **up to 25 total photos for \$40.00**

- **POSTING OF OPEN HOUSE DATES**

We can post your open houses on Realtor.com, including a contact phone number, the property address, dates and time and whether or not you will serve refreshments

Purchase **this feature alone** for the life of the listing for just **\$19.95** \_\_\_\_\_

**Or add it to any of the other features for just an extra \$9.95** \_\_\_\_\_

**FULL SHOWCASE PACKAGES:** If you prefer, you can purchase all of the features listed above as part of a full Showcase package:

\_\_\_\_\_ **\$75.00 FULL SHOWCASE INCLUDING ALL FEATURES, UP TO 10 PHOTOS** (Save \$24.80)

\_\_\_\_\_ **\$90.00 FULL SHOWCASE INCLUDING ALL FEATURES, UP TO 25 PHOTOS** (Save \$29.85)

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Credit Card # \_\_\_\_\_ Exp date (month/year) \_\_\_\_\_

Name on Card \_\_\_\_\_ (Please print clearly)

Amount to charge \$ \_\_\_\_\_

Signature: \_\_\_\_\_