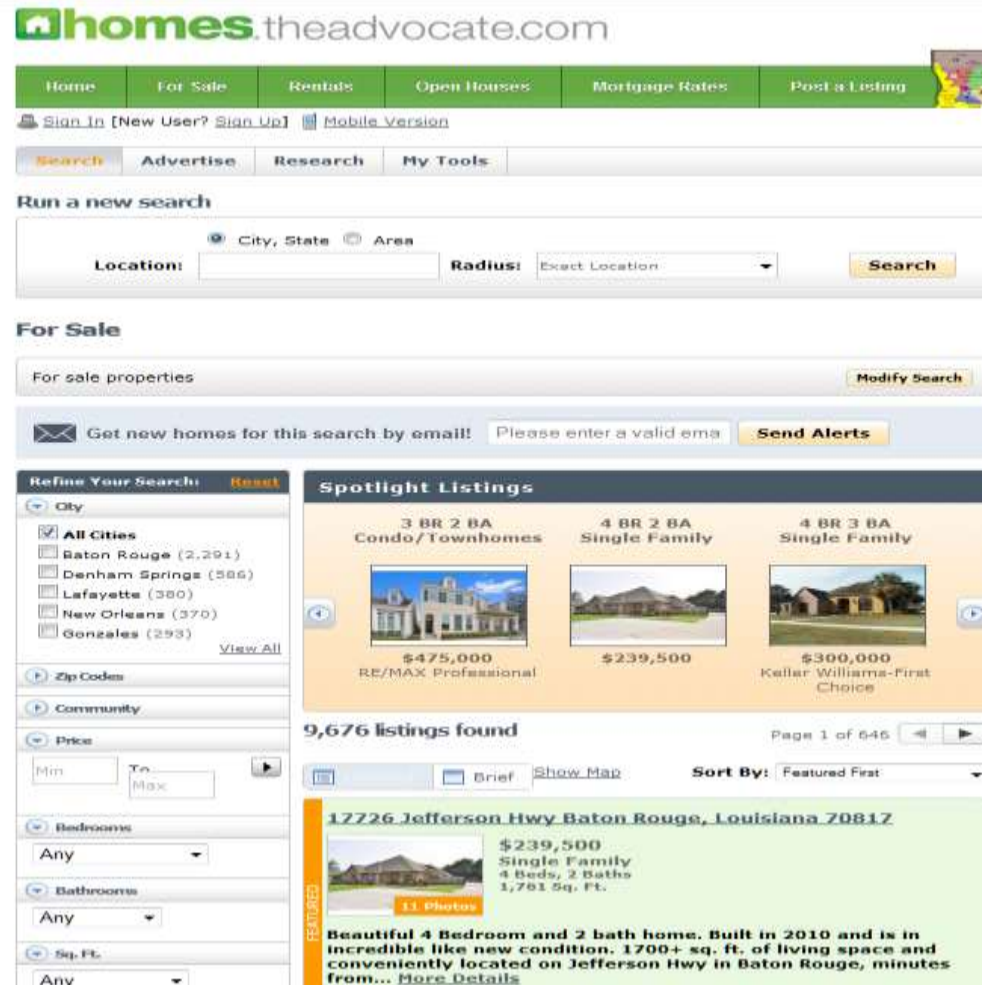


Real Estate Revenue-Generation Best Practices

Maximize Featured & Spotlight Upsells

- Bundle together, since featured listings also appear in faceted search just below spotlight listings
- Price them competitively
- Target by search criteria (location, property type, market)



The screenshot shows the homepage of **homes.theadvocate.com**. At the top, there are navigation tabs for Home, For Sale, Rentals, Open Houses, Mortgage Rates, and Post a Listing. Below this is a search bar with options for Sign In, New User? Sign Up, and Mobile Version. The main search area includes a "Run a new search" section with fields for Location (City, State, Area), Radius, and Exact Location, along with a Search button.

Under the "For Sale" section, there are options for "For sale properties" and "Modify Search". A "Get new homes for this search by email!" section prompts users to enter an email address to "Send Alerts".

The "Refine Your Search" sidebar on the left includes filters for:

- City:** All Cities (checked), Baton Rouge (2,291), Denham Springs (586), Lafayette (380), New Orleans (370), Gonzales (293). A "View All" link is present.
- Zip Codes**
- Community**
- Price:** Min and Max input fields.
- Bedrooms:** Any (selected).
- Bathrooms:** Any (selected).
- Sq. Ft.:** Any (selected).

The "Spotlight Listings" section displays three featured properties:

- 3 BR 2 BA Condo/Townhomes:** \$475,000, RE/MAX Professional.
- 4 BR 2 BA Single Family:** \$239,500.
- 4 BR 3 BA Single Family:** \$300,000, Keller Williams-First Choice.

Below the spotlight listings, it indicates "9,676 listings found" and "Page 1 of 646". There are options for "Brief" and "Show Map", and a "Sort By: Featured First" dropdown.

The "Featured" listing at the bottom is for "17726 Jefferson Hwy Baton Rouge, Louisiana 70817", priced at \$239,500. It is a 4 Bedroom, 2 Bath Single Family home with 1,781 Sq. Ft. The description highlights that it is "Beautiful 4 Bedroom and 2 bath home. Built in 2010 and is in incredible like new condition. 1700+ sq. ft. of living space and conveniently located on Jefferson Hwy in Baton Rouge, minutes from..." with a "More Details" link.

Can You Expand Your Market?

- Advocate's expansion across the state
- Created New Orleans & Acadiana versions
- New revenue opportunities from agents & brokers in each community



THE NEW ORLEANS ADVOCATE
homes
homes.theneworleansadvocate.com

Home For Sale Rentals Open Houses Mortgage Rates Post a Listing

Sign In [New User? Sign Up] Mobile Version

Search Advertise Research My Tools

Return to Results Listing 1 of 2532

1415 Third St New Orleans, LA 70130

Save Ad Email Friend Print Brochure QR Code

Tweet +1 Like 0 Pin

Uptown
LATTER & BLUM
REALTORS

View Listings Website

Judith Y. Oudt
Profile
Request More Information
Call for More Info

Contact

1 of 25

Current List Price: \$7,999,000

Original List Price: \$7,999,000

Lot Size (Sq. Ft.): N/A

MLS Number: 937316

Bedrooms: 7

Full Baths: 6

Leverage Open House Enhancements

- New revenue stream for most sites - post by date and location
- Ad opp for brokers & agents with special duration pricing

Detailed Brief Hide Map Sort By: Newest

1 21628 105th Place Se Kent, WA 98031

\$285,000
Single Family House
3 Beds, 1/1 Baths
1,430 Sq. Ft. · 10,686.0 Acres

Updated three bedroom rambler on nearly 1/4 acre lot on Kent's Easthill. Remodeled kitchen with granite countertops, double oven & gas cooktop. Freshly painted interior and new carpet... [More Details](#)

OPEN HOUSE Saturday Oct. 11th 1:00 PM - 4:00 PM [See More](#)

2 16901 22nd Ave Sw Burien, WA 98166

\$475,000
Single Family House
3 Beds, 2 Baths
2,320 Sq. Ft. · 17,688.0 Acres

Absolutely lovely spacious rambler in Upper Gregory Heights with Lot "A" Beach Rights/Clubhouse. This home was remodeled in 1995 and features gorgeous hardwoods throughout, spectacular... [More Details](#)

OPEN HOUSE Sunday Oct. 12th 1:00 PM - 4:00 PM [See More](#)

For Sale with Open House Events

For sale properties, Open House [Modify Search](#)

Get new homes for this search by email! Please enter a valid email [Send Alerts](#)

Refine Your Search: [Reset](#)

City

- All Cities
- Tacoma (21)
- Seattle (16)
- Sammamish (5)
- Bainbridge Island (4)
- Puyallup (4)

[View All](#)

Zip Codes

Community

Price

Min To Max

Bedrooms

Map Satelite

Sign In (New User? Sign Up) Mobile Version

Search Advertise My Tools

Return to Results

18909 26th Ave NW Starwood, Washington 98292

[SAVE AD](#) [EMAIL FRIEND](#) [PRINT BROCHURE](#) [QR CODE](#)

[Tweet](#) [+1](#) [Like](#) 0 [Pin It](#)

Edy Zolinka
[Request More Information](#)
[Call for More Info](#)

[Contact](#)

OPEN HOUSE Saturday Sep. 6th 09:00 AM - 02:00 PM [Add to Calendar](#)

Come walk through our beautiful renovated 3 bdrm 3 1/2 bath home on 2.64 acres. Large shop/parking for RV/Boat. Lots of extras. If unable to make it during the open house please call for private showing.

Current List Price: **\$499,000 - \$632,000** MLS Number: N/A
Original List Price: \$0 Bedrooms: 3

Give Rentals Their Own Focus

- New distinct revenue stream
- Leverages CAM data most effectively
- Browse by property type, such as condos, vacation homes, commercial & more
- Creates multiple ad opportunities, including sponsorships



The screenshot shows the Cape Cod Rental website interface. At the top, there's a navigation bar with links for 'Cape Cod Real Estate', 'Business Search', 'Cape Cod Classifieds', 'OnCape', 'MyCape', 'Entertainment', and 'Cape Cod Online'. The main content area is titled 'Search Rentals' and includes a search form with filters for 'TOOKN', 'BEDS', and 'BATHS'. A map of Cape Cod is displayed on the right side of the search form. Below the search form, there are several advertisements, including one for 'Cape Cod Rentals.com' and another for 'onCape.com'. The page also includes a 'Browse Rental Offices' section with links to different areas like 'UPPER CAPE', 'MID CAPE', and 'LOWER CAPE'.

Maximize Your Media Kit

- Clearly communicate your unique audience and value proposition to agents & FSBOs
- Outline upsells, bundled products, special offers, featured banners, etc.
- Make buying online easy through a straightforward e-commerce application
- Use e-commerce postings as a lead-generation source and follow-up

The screenshot shows the 'POST A LISTING' section of the NWHome.com website. It features a navigation bar with links for HOME, FOR SALE, RENTALS, NEW HOMES, OPEN HOMES, and POST A LISTING. The main content area is titled 'POST YOUR PROPERTY OR RENTAL. It's fast and easy!' and includes a sub-headline: 'Reach thousands of qualified home buyers and renters quickly through NWHome.com'. There are two primary advertising options: 'Online-only' for \$30 and 'Online + newspaper' for \$75. The 'Online-only' package includes a 30-day listing, up to 16 photos, and management tools. The 'Online + newspaper' package reaches a wider audience in both print and digital editions, starting at 3 lines of text in The Seattle Times for 1 day. A 'Bulk Posting Packages' section offers lower costs for agents and builders. On the right side, there are sections for 'Start saving money today!', 'Returning Advertisers', and 'Contact Us' with email and phone information.

[Sign In](#) (New User? [Sign Up](#))

Search **Advertise** Research My Tools

Purchase Product

Purchase an Advertising Product

Creating your listing is simple and payment is safe, easy, and secure.

Sample: Ad Detail Page

This sample shows a detailed real estate listing page. It includes a header with the property address (1500 Redwood Ave., Everett, WA 98203), a 'View Photos' button, and a 'Contact Agent' button. The main content area features a large photo of the property, followed by a list of features and a 'View Details' button. The bottom of the page has a 'View Sample' link.

[View Sample](#)

Sample: Spotlight Ad

This sample shows a 'Spotlight Ad' for a property. It features a prominent 'View Photos' button and a 'View Details' button. The ad is designed to attract attention with a large image and clear call-to-action buttons. The bottom of the page has a 'View Sample' link.

[View Sample](#)

Sample: Featured Ad

This sample shows a 'Featured Ad' for a property. It features a prominent 'View Photos' button and a 'View Details' button. The ad is designed to attract attention with a large image and clear call-to-action buttons. The bottom of the page has a 'View Sample' link.


[View Sample](#)

Offer Builder/Community Directory & Profiles


- Target and attract apartment complexes, communities and new builders and developers
- Community profiles to highlight specific apartment complexes, communities or new home developments
- Listings linked to Community Profile
- Profiles can be sent via Print feed

Community Profile

Andalusia at 4S Ranch
10510 Black Opal Road, San Diego, CA



Information Check Availability



Andalusia at 4S Ranch
858-312-8850
Website
Check Availability

Office Hours:
Winter Hours (Oct to April) Monday Noon to 5 pm,
Tuesday to Sunday 10 am to 5 pm

Details Map Community

Community Information

<p>Property Type: New Development Property Age: New Construction Total Units in Community:</p>	<p>Andalusia at 4S Ranch 10510 Black Opal Road San Diego, CA</p>
---	---

Search Results [67 matches found]

Community Directory


Search Criteria: Location: All Locations
[[Modify Search](#)] [[New Search](#)]

[Brief](#) | [Detailed](#) | [Map](#)

Displaying 20 results per page

More Communities 1 - 20 of 67 ◀ Back | Page 1 of 4 | [Next](#) ▶ Go to page: 1

Sort By: **Name** ▲ Location





Amber at Windingwalk by Shea Homes
2338 Hummingbird Street
Chula Vista, CA

Amber @ Windingwalk 2338 Hummingbird Street, Chula Vista, CA
91915 91 Single Family Homes from the high \$400's Approx
2342-2678 sq ft 4 Beds, 3 Bath, 2-Car Garage... [More](#)

1 photo

[See Listings](#)







Amberly at La Costa Oaks by Pulte Homes
7122 Sitio Corazon
Carlsbad, CA

Amberly at La Costa Oaks by Pulte Homes Located within the desirable La Costa Oaks community, Amberly offers single- and two-story living with up to 2,889 square feet and 4 bedrooms. Priced from the ... [More](#)

10 Photos

[See Listings](#)






Andalusia at 4S Ranch
10510 Black Opal Road
San Diego, CA

Andalusia at 4S Ranch FALL FESTIVAL of Savings on Select Homes thru the end of November Inquire with sales consultants for details on all the savings! 3 to 6 Bedrooms / 3 to 5 Baths / Approx. 2,222 to... [More](#)

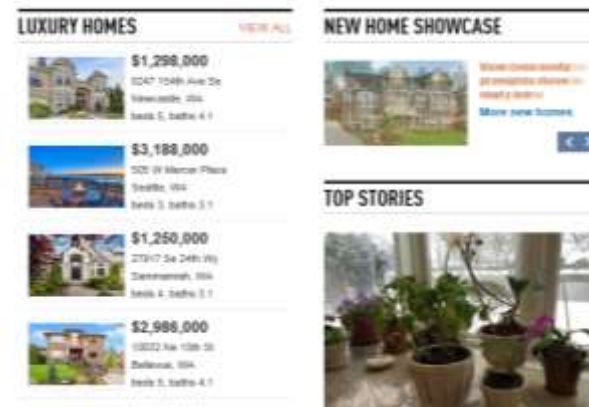
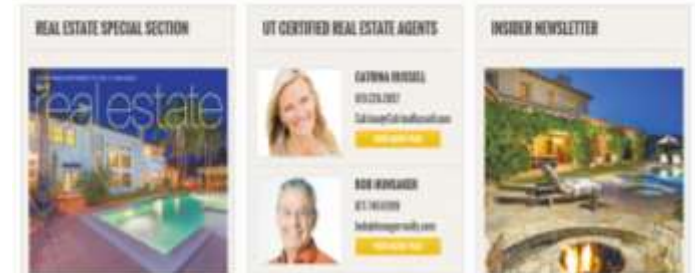
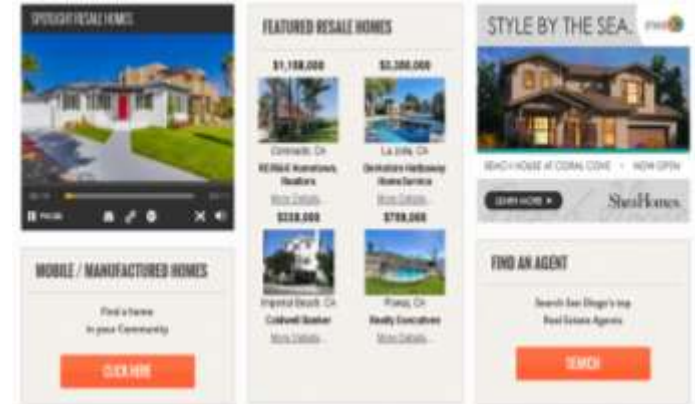
1 photo

[See Listings](#)



Embrace the Flexibility of Widgets

- Reach visitors wherever they wander with targeted widgets:
 - Search the RE database
 - Preferred Agent profiles
 - Open House announcements
 - Featured Home photos
- Proven method for driving traffic from non-real estate pages to your real-estate database
- Widgets should be tailored to meet specific criteria, such as price, location, waterfront, etc.
 - Eg., create a Featured Home widget showing only golf course properties in a key zip code selling for \$500,000 and up



Widgets Can Be Sponsored

- Additional opportunity to sell advertising
- Contextually target by search parameters
- Can be priced high due to Premium/Exclusive placement
- Leverage social media with a Twitter widget

Real Estate Tweets

holyfaith (Santa Fe Alerts) 2012-03-
John Lefferdink and Associates | John ... - Rancho Santa Fe Review: In past articles, we have pointed out the ma...
<http://t.co/xklSP7yC>

MainStMediaSD (MainStreet Media
San Diego housing market conditions pose prime opportunity for sellers
<http://t.co/YNXUuz5X>

PrudentialCal
Coastal Retreat Offers Numerous Amenities: Marlene Dietrich of Prudential California Realty has listed an except... <http://t.co/JYtsQH05>

rsfreview (Rancho Santa Fe) 2012-
San Diego housing market conditions pose prime opportunity for sellers
<http://t.co/NiREUcMd>

Prudential
California Realty

ALANI (518) 357-4837
REALTY GROUP Alani-Realty.com
[click here](#)

open houses

<p>\$134,500</p> <p>Tulsa, OK V.C. GARRETT REALTOR More Details...</p>	<p>\$139,900</p> <p>Tulsa, OK More Details...</p>	<p>\$138,000</p> <p>Jenks, OK More Details...</p>
---	--	--

[View All Open Houses](#)

Sponsorship Here

LUXURY HOMES

VIEW ALL

\$2,286,600

5201 Beach Dr Sw
Seattle, WA
beds 4, baths 3.1

\$1,250,000

11806 Se Eastbourne Ln
Happy Valley, OR
beds 6, baths 6.1

\$2,250,000

1865 Crestwood Cove Ct
Freeland, WA
beds 4, baths 4

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Realtor Listings
 Classifieds/Gallery Of Homes Listings

Town/City County Schools MLS#

Location:

Price:

To

Beds: Any ▾ **Baths:** Any ▾

Property Types:

All ▾

Go

Advanced Search

Questions?

