

Connected conversations

PRESENTED BY REALTOR.COM® INDUSTRY RELATIONS

Agenda

- 1 A real connection in the industry
- 2 How we're different from the rest
- 3 Growing your business with Realtor.com®
- 4 Product Updates:
ReadyConnect ConciergeSM
- 5 Q&A



Webinar Bonus!

**It's just
the THING
you need.**

realtor.com

THE
ADDAMS
FAMILY 2



Tickets (one pair – up to \$30 value) to see **The Addams Family 2** movie in theatres (or such other film of your choice then available through the tickets coupon provided). Tickets coupon goes to persons attending the entirety of the webinar and who are among the first 150 attendees who log into the webinar ("person" means who owns the log-in). Limit one tickets coupon per eligible person. Film availability depends on the run of The Addams Family 2 movie in theatres near you (or of such other available film of your choice). Coupon will expire March 31, 2022. Webinar attendance capacity is limited; log-in availability is first come (i.e., first to successfully log in), first served. Any terms or conditions accompanying the tickets coupon apply.

A man, a woman, and a realtor are standing in a modern, brightly lit interior space, likely a new home. The man is on the left, wearing a dark jacket and a grey sweater, smiling and pointing towards the right. The woman is in the center, wearing a light-colored sweater and jeans, smiling. The realtor is on the right, wearing a dark suit and holding a blue folder, smiling. The background shows a clean, minimalist interior with large windows and a concrete floor.

**National Association
of REALTORS[®]
and Realtor.com[®]**



National Association of REALTORS® & Realtor.com®

1993

“Lions Over The Hill”
speech by Bill Chee

1996

NAR launches
National
REALTORS®
Database System &
licenses operating
rights of “realtor.com”
to Move

2013

NAR BOD
green-light
Realtor.com
expansion

2014

NewsCorp acquires
Move

2016

Realtor.com
launches first
national brand
campaign featuring
Elizabeth Banks

2018

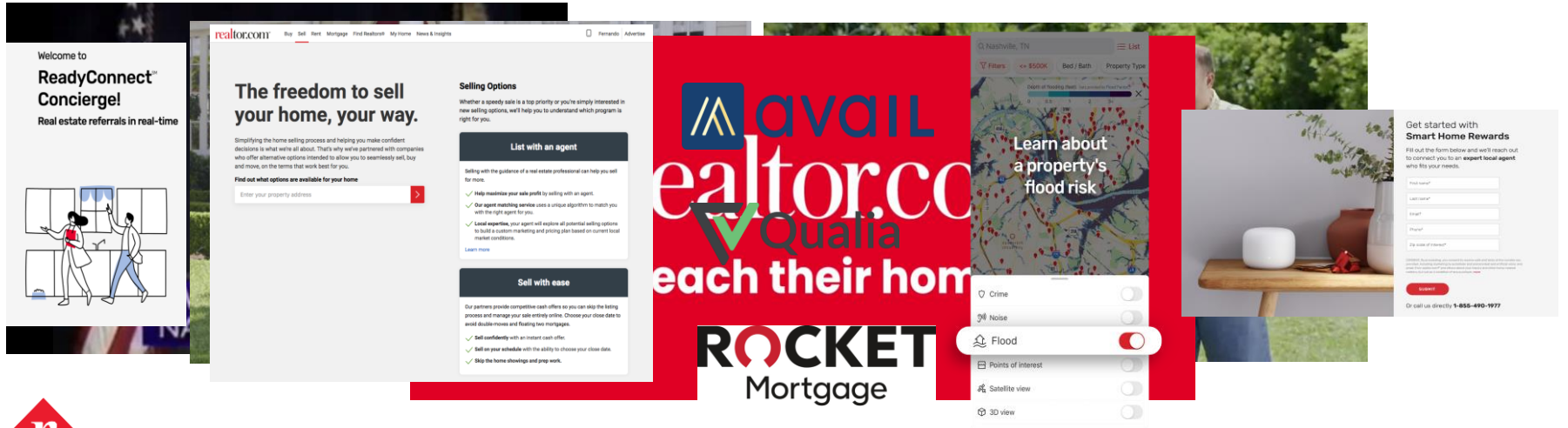
Realtor.com
launches Managed
Services (Concierge
program, formerly
known as Opcity)

2020

Realtor.com
launches a number of
new features that
engage real estate
consumers

2021

Realtor.com
launches new brand
campaign, and
tagline,
“To each their home”



National Association of REALTORS®

- Largest trade association in America
- NAR's mission is to empower REALTORS® as they preserve, protect and advance the right to real property for all.
- NAR's vision is to be a trusted ally, guiding its members through the ever-evolving real estate landscape.



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**ETHICS YOU
CAN TRUST.
EXPERTISE YOU
CAN COUNT ON.**

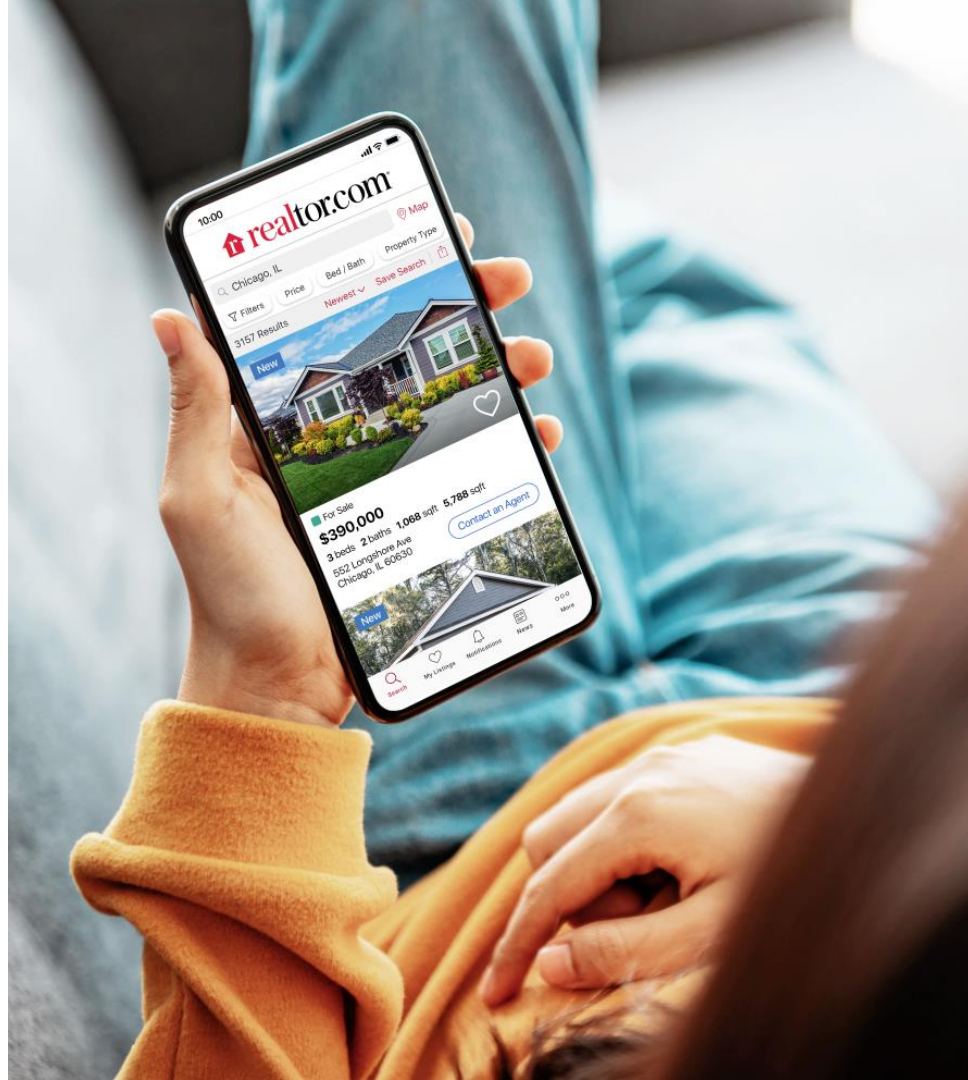
Is your agent a REALTOR®?

REALTORS® are members of the
National Association of REALTORS®.



Realtor.com®

- Open marketplace platform that offers options and control for consumers
- Our professional products and services give agents, brokers, lenders and title providers options for how they want to manage their business
- We want to collaborate and partner with our customers and the industry to deliver the best consumer experiences and service available



The value of our international footprint

440 million unique users per month

THE WALL STREET JOURNAL.

 **move**

 **realtor.com**

 **REAGroup**

NEW YORK POST

DOW JONES

News UK

THE Sun

 **THE TIMES**

**NEWS AMERICA
MARKETING**

UNRULY

MarketWatch

MANSION GLOBAL

BARRON'S

THE AUSTRALIAN

 **HarperCollins Publishers**

storyful.



Realtor.com® continues to attract more & more unique users y/y



Big audience

106MM

UU avg monthly¹



¹ 1 August 2020 through August 2021, Internal Metrics
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NAR and Realtor.com® are different organizations but we have a shared brand, shared goal, and shared focus that is: **keeping the REALTOR® at the heart of a real estate journey.**

We need to continue supporting each other.

Who is Realtor.com®?

Who are people going to call in 10 years when they need a home?

A “Google agent”?

A “Facebook agent”?


An “Amazon agent”?

Or are they going to call a REALTOR®?



We are just as invested in the REALTOR® brand as you are and taking it into the future together.





**How is Realtor.com® different from
all the other portals?**

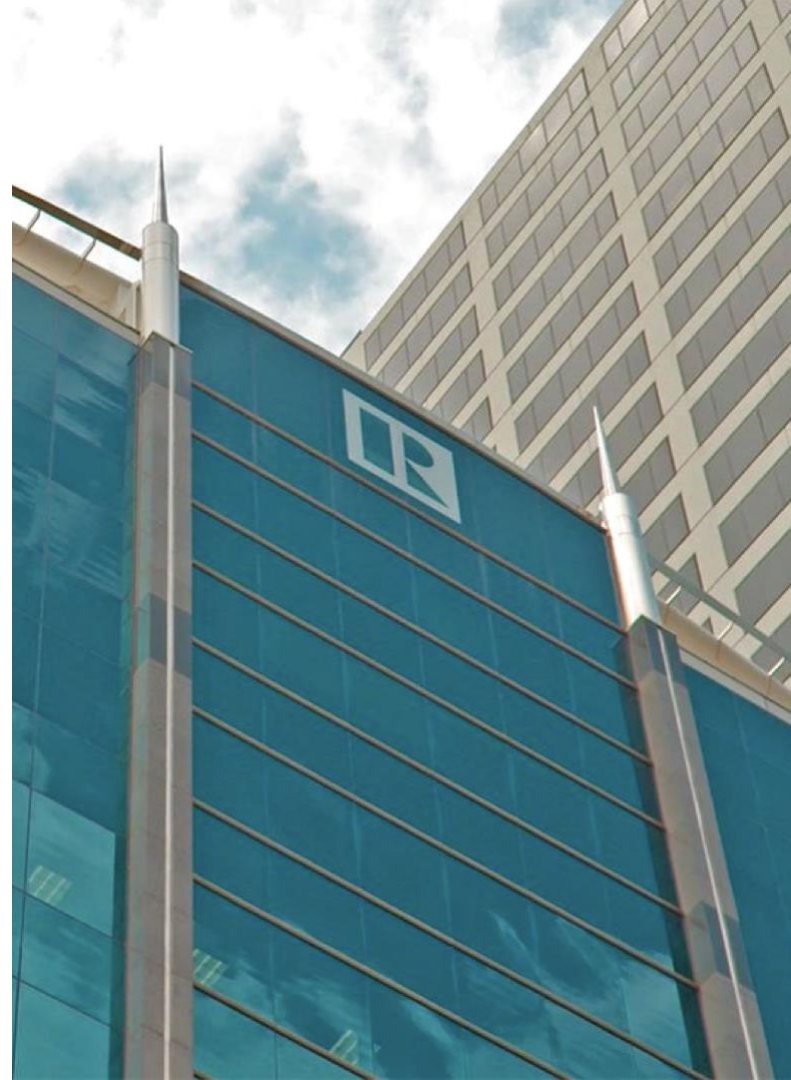
It's about partnership.



How we differ from other portals

Partnership with the National Association of REALTORS®

- Realtor.com® is the official listings site for NAR
- **Zero dollars from membership dues go to Realtor.com®**
- Features, products, releases, and changes to our site are shared and discussed with NAR in advance
- We offer additional member benefits at no additional cost to REALTORS®



How we differ from other portals

Partnerships with the MLSs

- **Data integrity is #1.** We're directly connected to over 600 MLSs to ensure the information is accurate, relevant, and up to date
- We do not accept "For Sale By Owner" listings. All must come from an Agent and Broker through an MLS
- Ensure correct agent, broker, and MLS attribution
- Ultimately, our goal is to ensure you and your customers have access to up-to-date information you can trust.

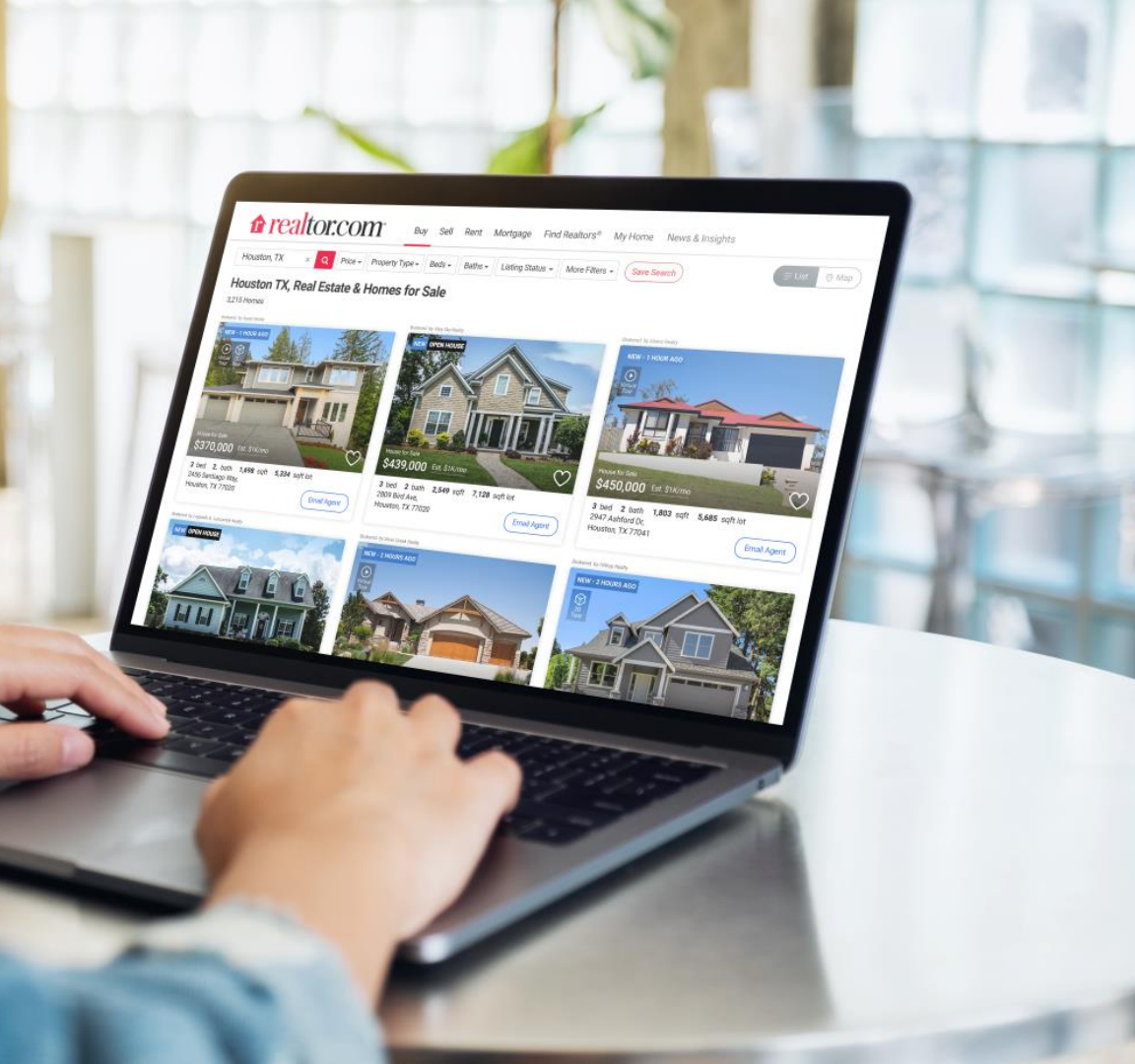


How we differ from other portals

Partnership with YOU

- Award winning Customer Service - Newsweek recognized realtor.com as one of the best in customer service across the U.S. real estate databases two years in a row!
- Providing this service for ALL Agents and Brokers while “others” reduce their services
- FREE tools, training and support to help you build your brand and your business





How we differ from other portals

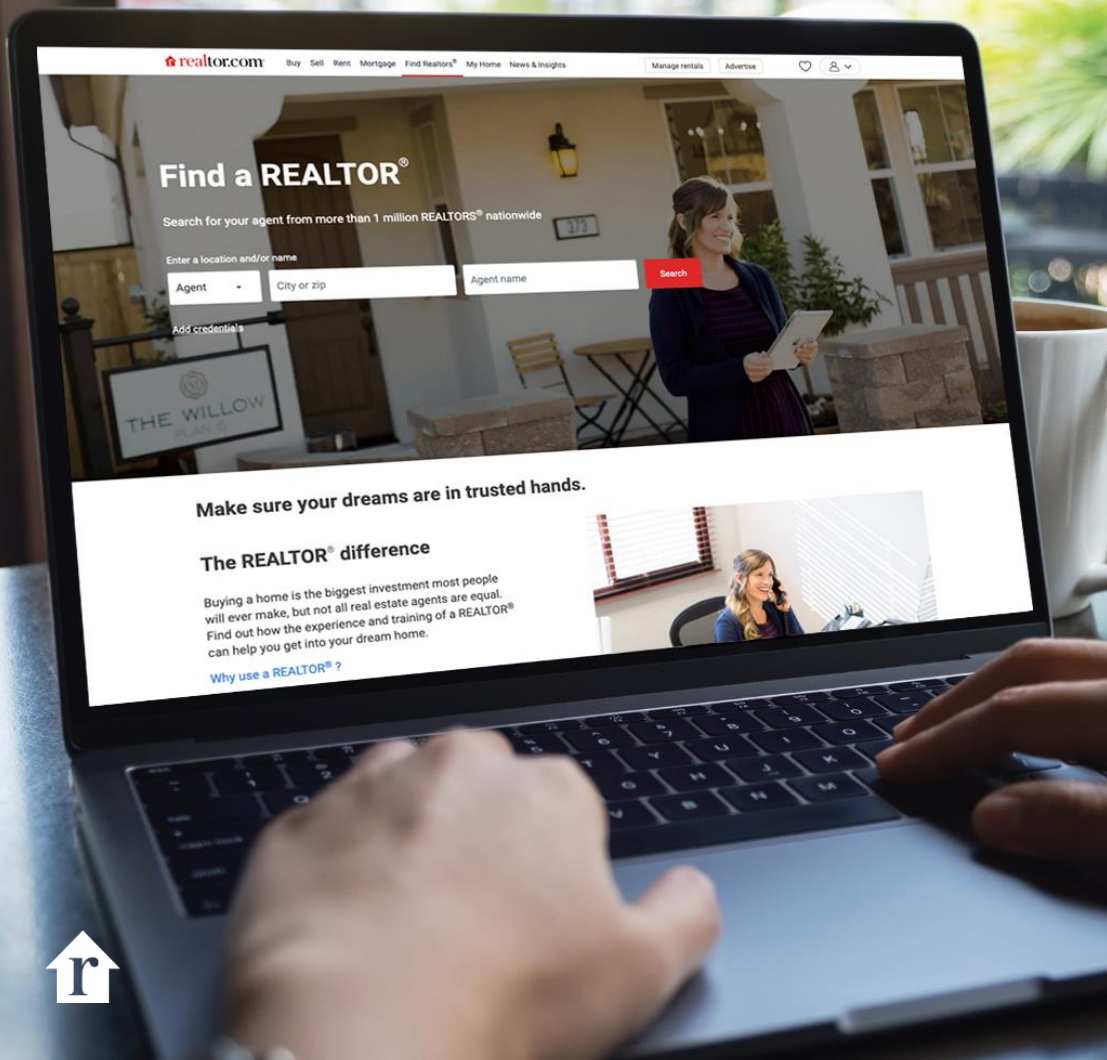
Actions speak louder than words

- Our alignment is key for the future of REALTORS®
- We are completely engaged in keeping you relevant
- We are known for having the best data on our site – and we couldn't do it without these partnerships
- While others try to disintermediate real estate professionals, we're embracing an open marketplace approach

A woman with dark hair tied back, wearing a blue button-down shirt with white polka dots, is sitting at a desk and smiling as she looks at a silver laptop. The background shows a window with light blue curtains and a brass lamp. The overall scene is bright and professional.

Growing your business with free tools





Find a REALTOR® (FAR)

Find a REALTOR® connects consumers to REALTORS® at no cost to you.

106MM
Unique Users on Realtor.com®
Record breaking (Q4)¹

Source: Internal Metrics, August 2021

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Find a REALTOR[®]

Search for your agent from more than 1 million REALTORS[®] nationwide

Enter a location and/or name

Agent

City or zip

Agent name

Search

[Add credentials](#)

Make sure your dreams are in trusted hands.

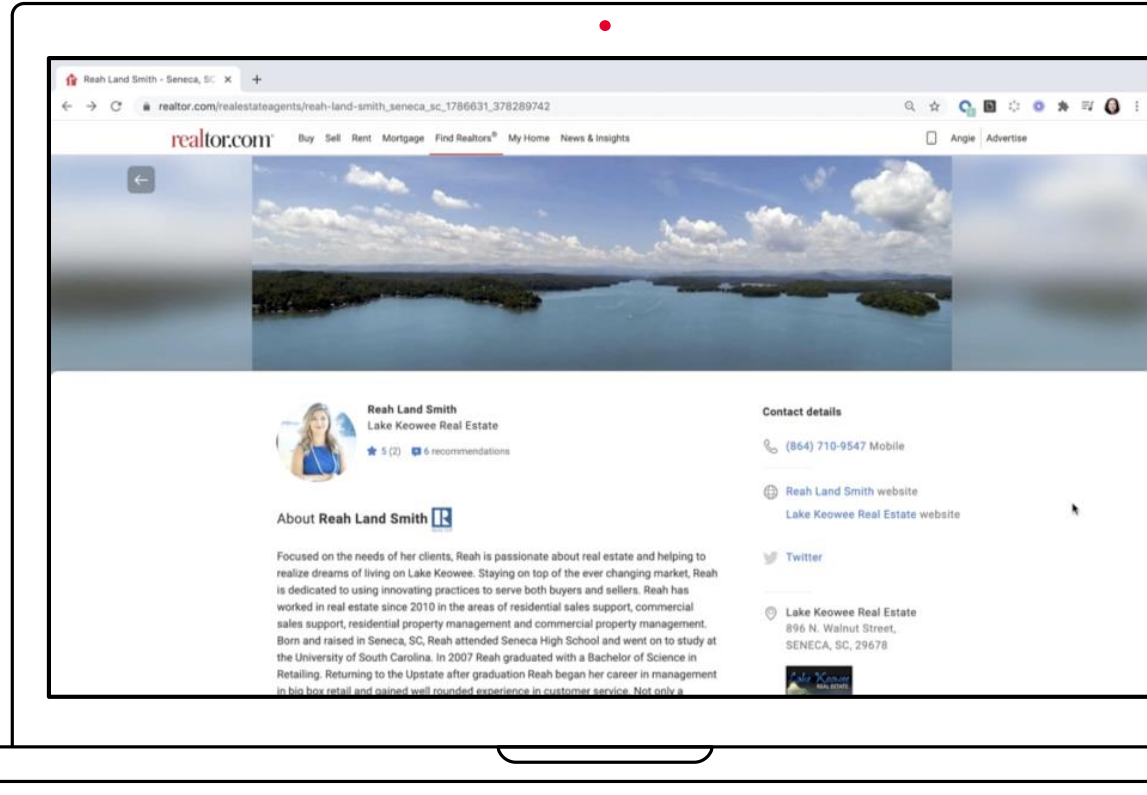


Find a REALTOR® rich profile

Providing value to professionals

A rich profile will get even richer

An opportunity to receive free consumer inquiries once they have found you, vetted you, and decided they are ready to connect with you directly.

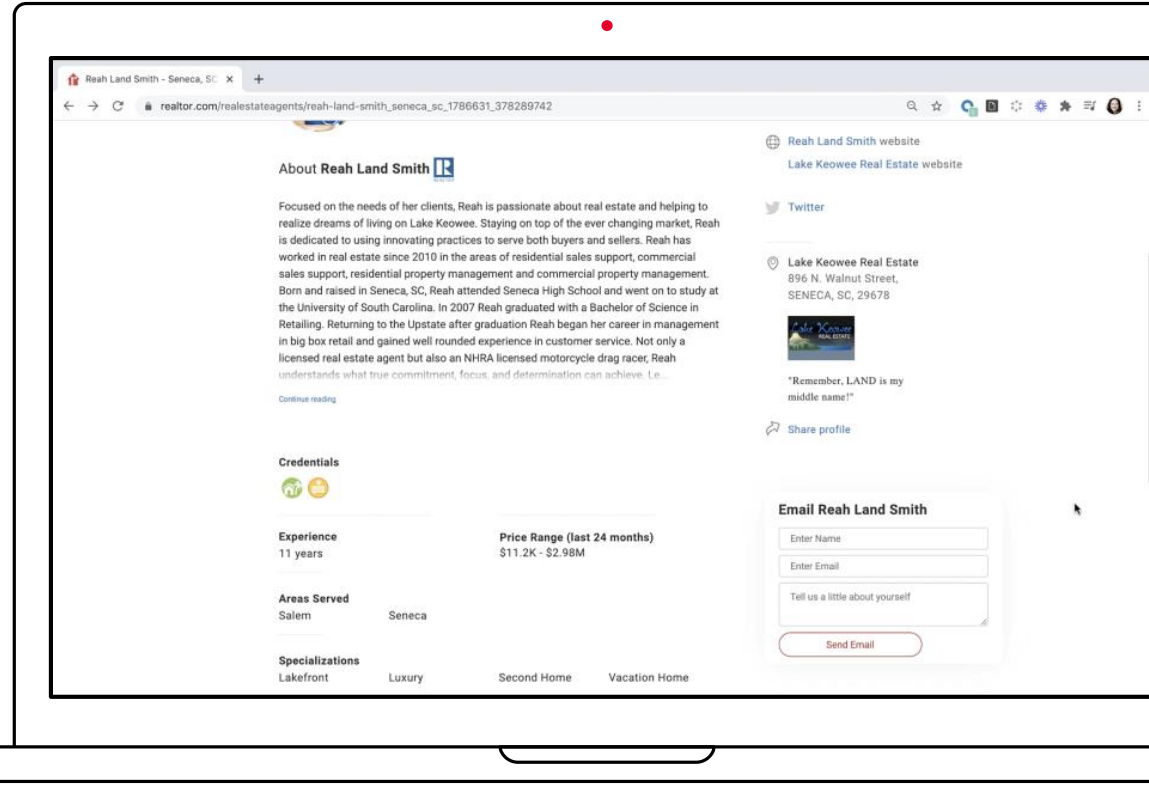


Find a REALTOR® rich profile:
Areas served

Providing value to professionals

A rich profile will get even richer

An opportunity to receive free consumer inquiries once they have found you, vetted you, and decided they are ready to connect with you directly.

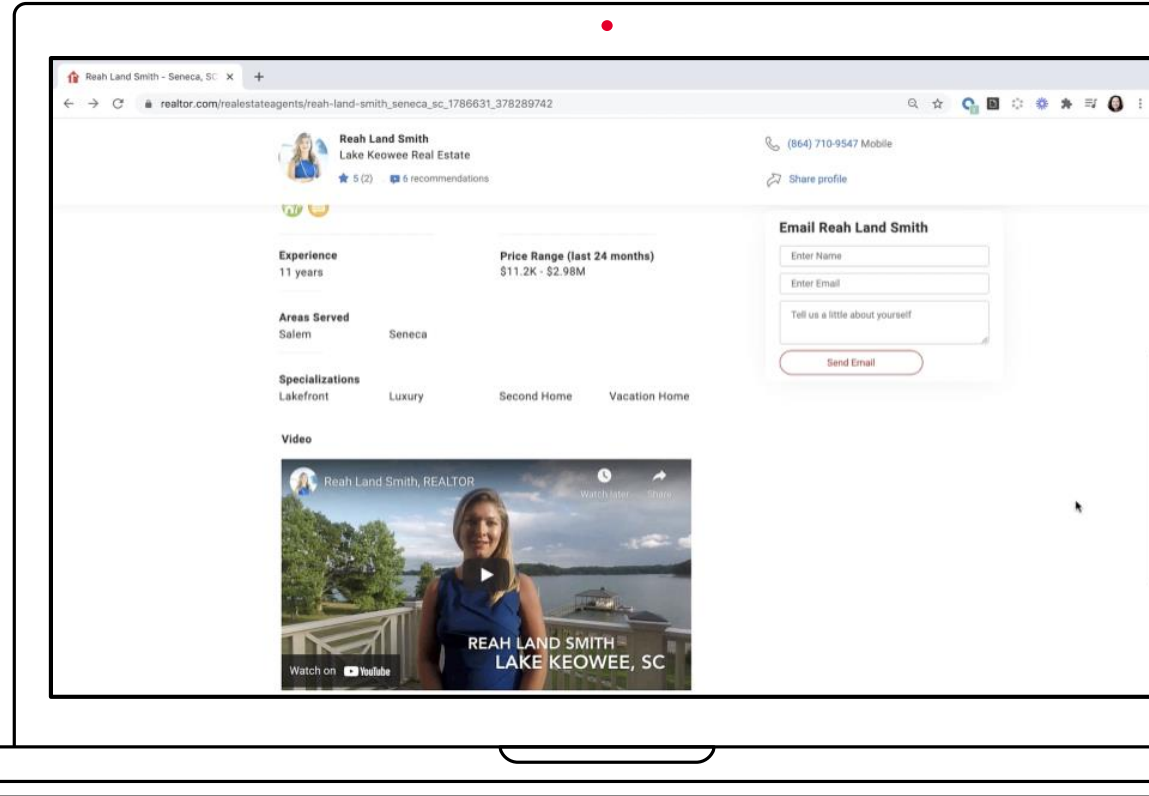


Find a REALTOR® rich profile:
Embed a video

Providing value to professionals

A rich profile will get even richer

An opportunity to receive free consumer inquiries once they have found you, vetted you, and decided they are ready to connect with you directly.

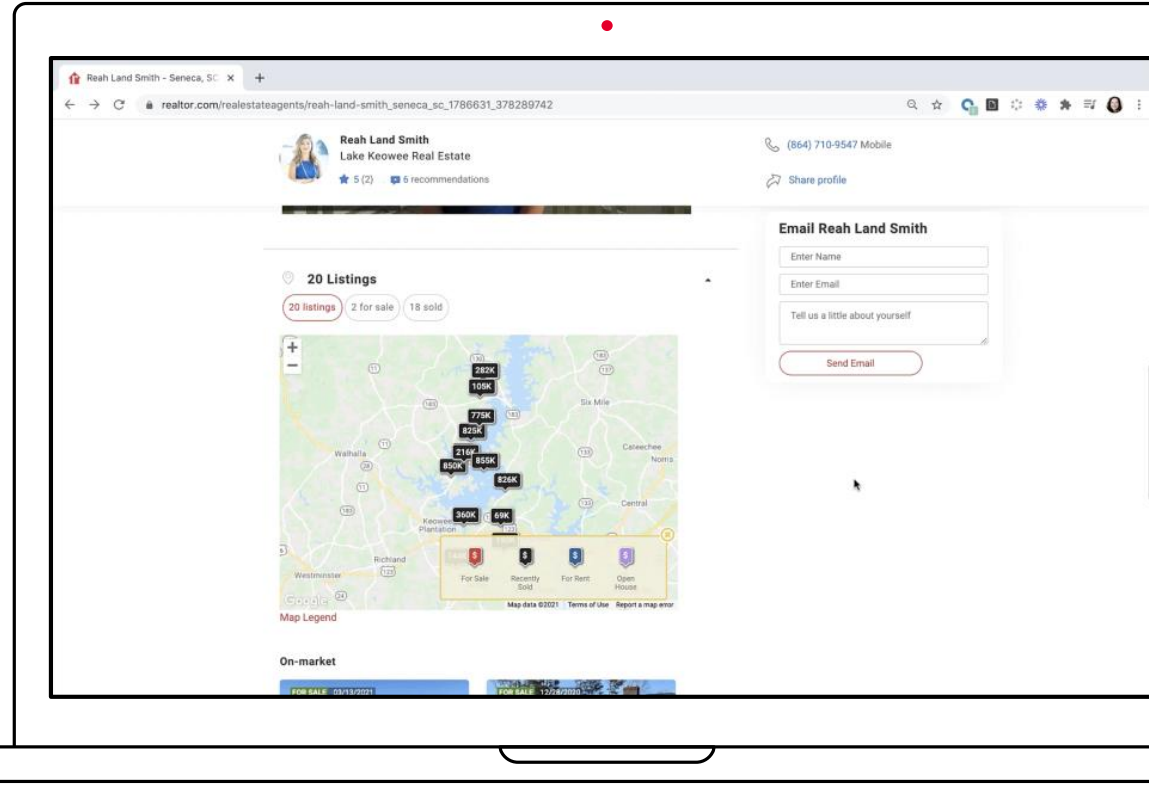


Find a REALTOR® rich profile:
Preview listings

Providing value to professionals

A rich profile will get even richer

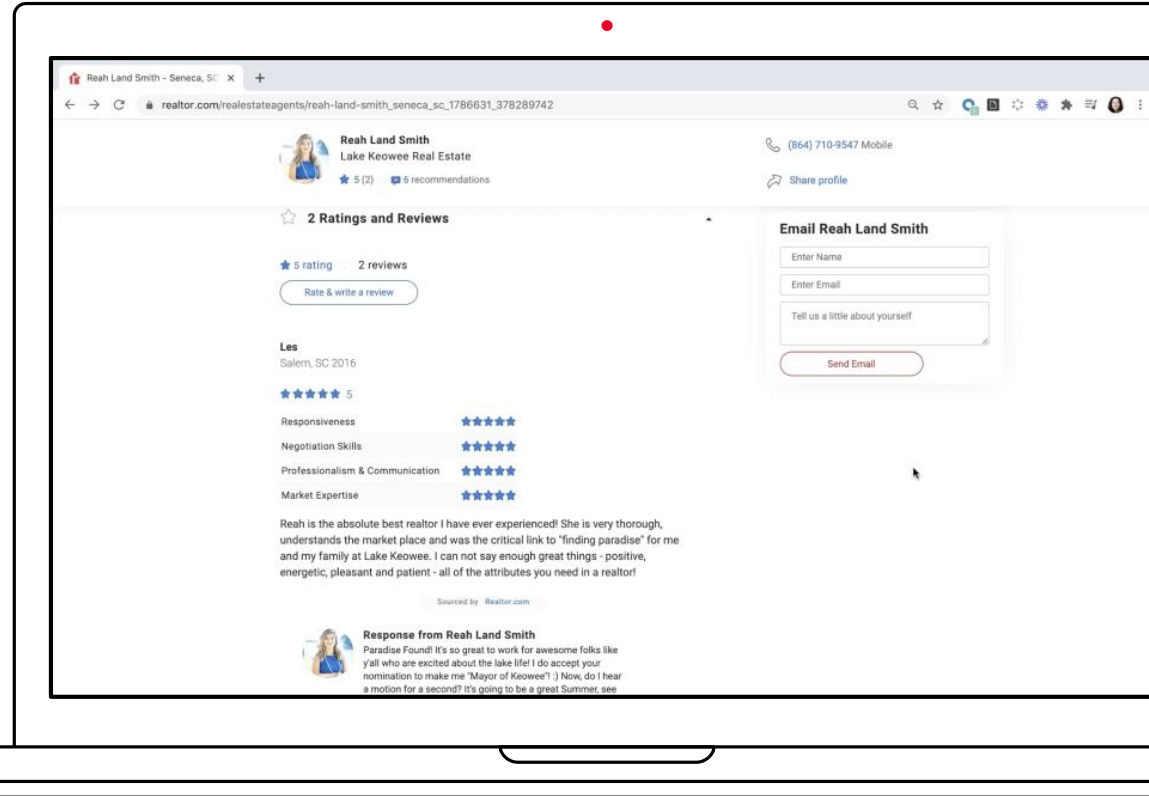
An opportunity to receive free consumer inquiries once they have found you, vetted you, and decided they are ready to connect with you directly.



Find a REALTOR® rich profile:
Ratings & reviews

**Consumers can
contact you directly.**

**Leads are delivered
via SMS or EMAIL.**

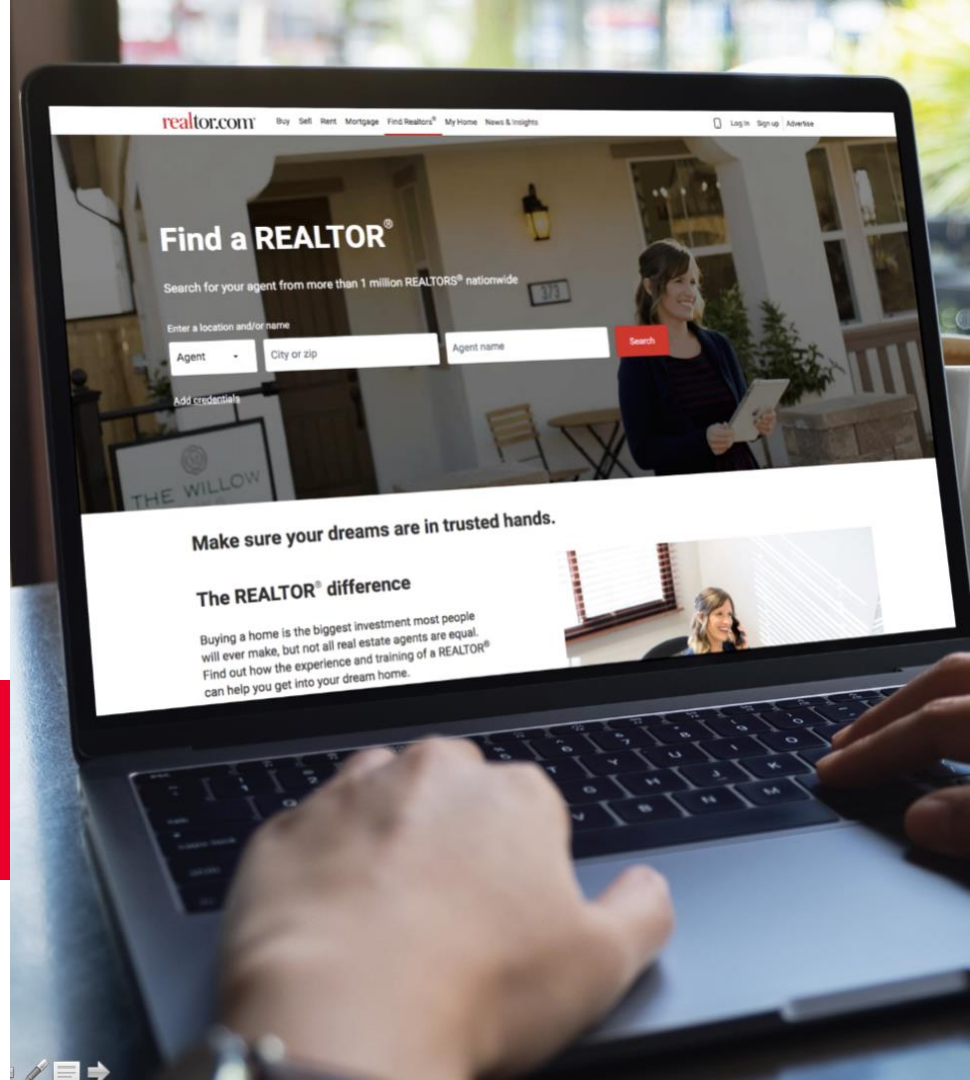


Providing value to professionals

Three things to do to ensure you can be found on “Find a REALTOR®”

1. Claim your profile
2. Add your photo
3. Update your email and phone number so people can find you

If you want to create a killer profile, check out our webinar series at: support.realtor.com/training



Providing value to professionals

Your listings on Realtor.com® at no charge

- Marketed to the monthly millions of consumers that visit Realtor.com®
- Tens of millions of dollars spent on TV, radio, print and internet to drive eyeballs to your listings
- No branding for competing agents on your listings
- Check out webinar “Tips & Tricks to Create Winning Listings”


Your rental listings on
Realtor.com® at no charge too!



All the things you get for free (a list)

- Your listings displayed & marketed on Realtor.com® at no charge
- Nationwide advertising campaigns (our commercials)
- International exposure through the REA Global Network
- Free listing distribution through ListHub for all MLS's who participate in ListHub
- Economics and research data (great for listing presentations)
- Professional REALTOR® dashboard
- Find a REALTOR®
- Live training
- Professional search (for agents to use, MLS offering)





**Growing your business
above and beyond**

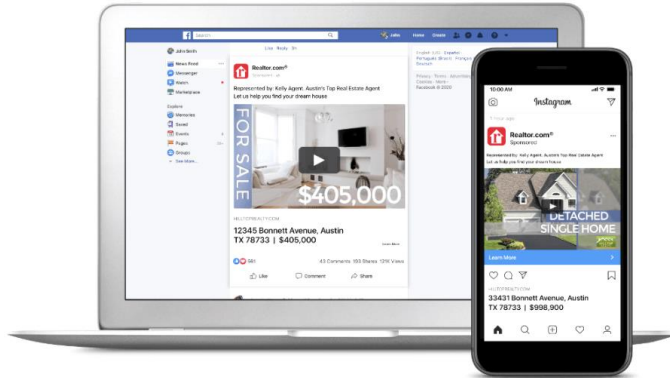


Growing your business above and beyond

Real estate lead generation

ConnectionsSM Plus

A complete lead generation system to get you in front of serious local buyers searching on Realtor.com®.



Market Reach

Automated, professionally-designed real estate ads to showcase your listings, brand, and community on Facebook and Instagram and then targets active and engaged home shoppers to help you fuel your pipeline with quality leads.

Learn more at www.realtor.com/marketing
(real estate leads)

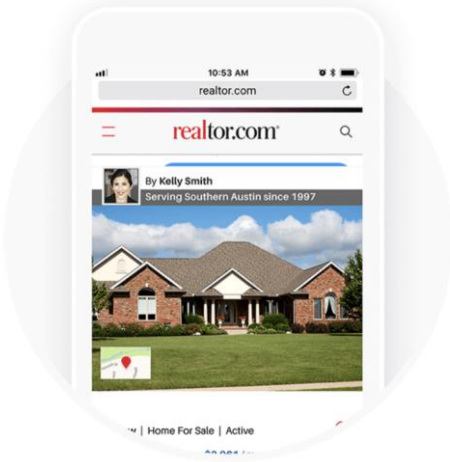


Growing your business above and beyond

Real Estate Marketing

Local Expert

Stay top-of-mind and build brand awareness with home buyers and sellers in your local market through consistent exposure to your real estate brand. Customized ads displayed on Realtor.com® search results pages and then again on Facebook and Instagram to further target those same consumers.



Advantage Brand

Get seen by more local buyers and sellers. Stay in the know with detailed reporting about listing performance.

Learn more at www.realtor.com/marketing
(real estate marketing)

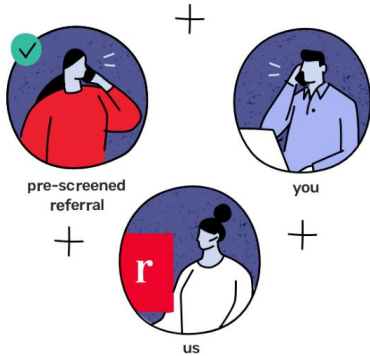


**All the traffic or the quality
in the world doesn't mean anything
if we can't connect them with
the right professional right away.**



Growing your business above and beyond

Real Estate Managed Services



ReadyConnect ConciergeSM

Online real estate referrals in real-time. We connect you with pre-screened buyers and sellers, live over the phone, with no upfront costs.

ReadyConnect Lead Accelerator

Your online leads, screened and optimized. We do the heavy lifting of screening your leads then deliver them to the right agent for the job.



Learn more at realtor.com/marketing
(Real Estate Managed Services)

Product updates



Webinar Bonus!

 **realtor.com**[®]
To each their home.SM

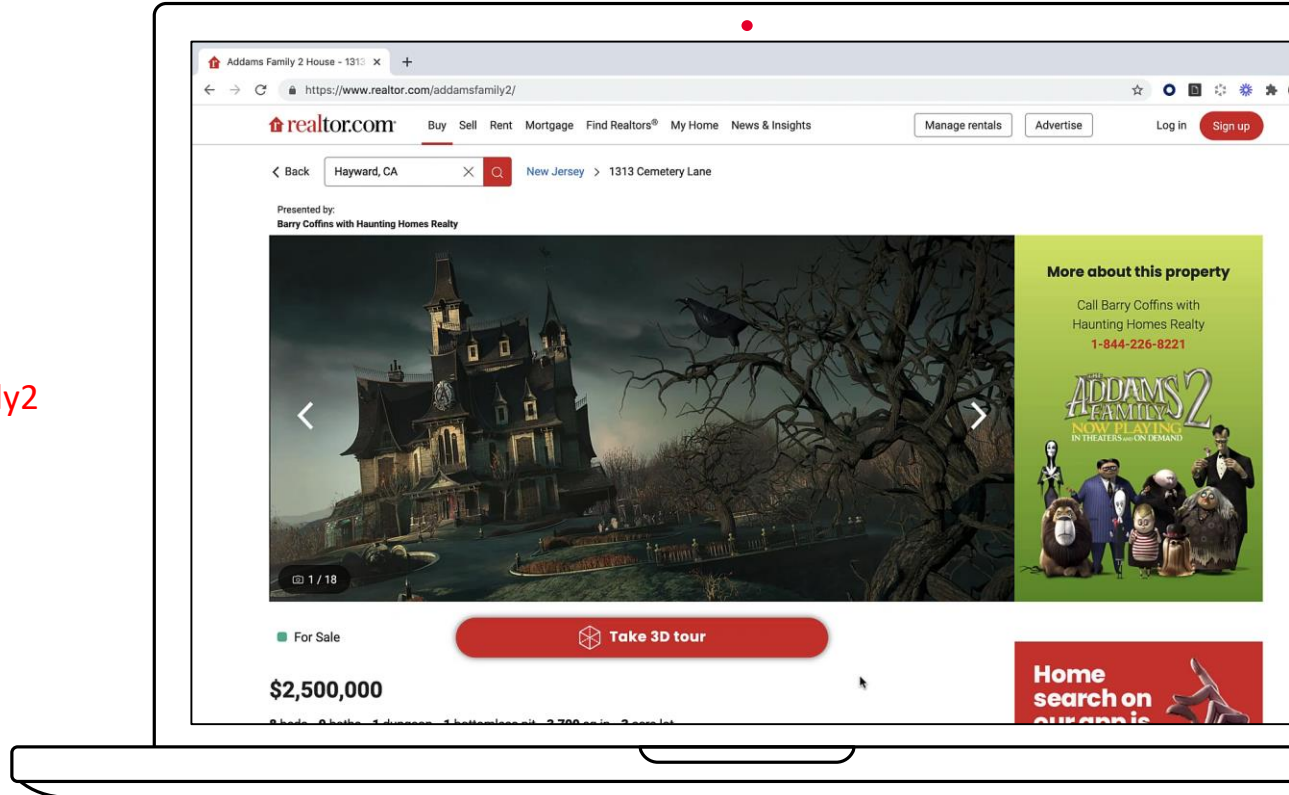
**THE
ADDAMS
FAMILY** 2
OCTOBER 1

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Take a 3D tour of the
Addams Family Home

<http://realtor.com/addamsfamily2>



Q&A



Thank You



Angie Javier

National Presenter, Industry Relations

angie.javier@realtor.com

