

# Value at a glance.

## Homes & Land Syndication Partners

| Company   | Monthly Uniques     | Individual Site Cost  |
|---|---------------------|---|
| <b>boston.com</b> **<br><small>Listings priced \$600,000 &amp; above</small>                                  | <b>700,000*</b>     | \$69 per listing for two weeks.   |
| <b>CLR search</b>   | <b>57,900*</b>      | All listings must be updated every 5 days and submitted through XML, XLS, ODS or CSV.   |
| <b>Condo.com</b> ™  | <b>367,000*</b>     | \$59.95 per month or \$149.95 per year.   |
| <b>DR</b> <small>Listings priced \$750,000 &amp; above</small>  | <b>320,000*</b>     | \$199 per listing for 4 months or \$1,495 per year.                                     |
| <b>ENORMO</b>   | <b>53,000*</b>      | \$129 per month.  |
| <b>FRONTDOOR</b> <small>BETA</small>  | <b>595,000*</b>     | No single listings. Partners with Brokers and Agents only.                              |
| <b>GolfHomes</b>  | <b>1,250*</b>       | Single ad - \$59<br>Three ads - \$119<br>6 Month run                                    |
| <b>HomeGain</b>   | <b>1.3 million*</b> | Monthly subscription plus referral fees. Only accepts listings from Brokers and Agents. |
| <b>HomePages</b>  | <b>35,000*</b>      | Call directly for pricing information.  |
| <b>HomeScout</b>  | <b>14,500*</b>      | Only accepts listings from Realtors® and Partners. Free for real estate agents.         |
| <b>hotpads.com</b> ™<br><small>The place to find your place™</small>  | <b>1.5 million*</b> | Free for 31 days.   |
| <b>HouseLocator.com</b> ®   | <b>19,300*</b>      | \$34.95 for 30 days.  |
| <b>Herald Tribune</b> <small>INTERNATIONAL</small> **<br><small>Listings priced \$600,000 &amp; above</small> | <b>700,000*</b>     | \$99 or more per listing for two weeks.   |

### HOMESANDLAND.COM

**Monthly Uniques: 1.1 million\***

**Most Qualified Visitors:** 23% of visitors have household incomes of excess of \$150,000.

Also attracting likely first-time buyers making \$30,000 - \$60,000. (Hitwise.com)

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|---|----------------------|--|
| <b>JustRealEstateListings.com</b>   | <b>1,400*</b>        | Free for Realtors® and sellers.                                      |
| <b>LAKEHOUSE.com</b> ™<br><small>Buy It! Sell It! Rent It!</small>  | <b>185,000*</b>      | Single ad - \$59<br>Three ads - \$119<br>6 Month run                 |
| <b>Locanto</b>  | <b>400,000*</b>      | Free.  |
| <b>The New York Times</b> **<br><small>Listings priced \$600,000 &amp; above</small>  | <b>17.3 million*</b> | \$453 per month for 5 listings, outside the tri-state area.          |
| <b>NYTimes.com</b><br><b>GreatHomes</b> **<br><small>Listings priced \$600,000 &amp; above</small>                                    | <b>700,000*</b>      | \$712 per month for 5 listings, outside the tri-state area.          |
| <b>OLX</b>  | <b>1.5 million*</b>  | Free.  |
| <b>oodle</b>  | <b>3.6 million*</b>  | Free.  |
| <b>propertyindex.com</b>  | <b>402,000*</b>      | Free.<br>Cost per lead program.                                      |
| <b>trulia</b> ®   | <b>3.7 million*</b>  | Free for real estate agents.   |
| <b>UNIQUE GLOBAL ESTATES</b>  | <b>2,700*</b>        | Free standard listings.  |
| <b>vast</b>   | <b>3.2 million*</b>  | Free single listings.  |
| <b>Real Estate Journal.com</b><br><small>from THE WALL STREET JOURNAL</small><br><small>Listings priced \$500,000 &amp; above</small> | <b>1 million*</b>    | 1 listing for \$250 for 30 days.<br>1 listing for \$350 for 60 days. |
| <b>YAHOO! REAL ESTATE</b>   | <b>6.1 million*</b>  | Agents single listing for \$49.95. Free for Broker/MLS Vendors.      |
| <b>Zillow.com</b>   | <b>4.9 million*</b>  | Free.  |

\* Monthly Uniques from QuantCast.com, Compete.com, ComScore.com, Google Analytics or Company resource.  
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\*\* The New York Times and its affiliate sites do not accept listings from New York, New Jersey or Connecticut.



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