

## **A well informed Seller is a happy Seller!**

### **Keep In Touch**

Listingbook™ is a personalized web experience designed to make selling your home experience more efficient. Combining an agent's knowledge and expertise with leading edge technology, Listingbook™ is your 24/7 window into selling your property using targeted marketing.

***“I was well informed by my agent via Listingbook™ anytime, anywhere, which made selling my home easier.”***

Do you want to know which homes are selling? Obtain detailed information about recently sold properties in a specific area.

**An Informed Decision:** Want more details on any home that interests you? Research any listing on the market and have access to all the details on the property, including days on market, price history, tax data, multiple images, maps, and more.

**Morning Reports:** You'll receive a daily report from your agent on your property's activity, as well as listings of new interest and notifications of new messages.

Communicate instantly with your agent through integrated messaging and Property Notes. No need to attach anything to an e-mail — Add notes to a listing, and your agent will be notified of your comments automatically.

***“Outstanding customer service - it's what I've been waiting for!”***

## **Maximum Exposure by Showcasing your Home!**

### **Exposure is Everything**

With the “Featured Listings” targeted marketing service; Listingbook™ ensures your property receives an unprecedented level of exposure to real buyers.

Your home receives the special attention that makes it stand out from the rest.

***“My agent got my home noticed and it sold fast.”***

### **The Competitive Edge**

Targeted marketing differentiates your property from your competition. Using targeted marketing, your property is brought to the attention of just the right buyers and their agents.

***“My home was not overlooked.”***

### **Numbers Provide the Answers**

With the increased exposure of your property, targeted marketing promotions help to result in more activity, showings, and ultimately the sale of your listed property. After the promotion, you will receive a comprehensive report which shows the promotion results, gives comparisons, and graphs the current competitive market. Based on these results, if needed, we can adjust our marketing strategy.

## **The Ultimate “Open House”!**

### **Targeting Gets Results**

Effective “Open House” marketing targets to real buyers and gets results.

By using the Buyer Links™ targeted service; Listingbook™ ensures the best prospects and their agents are linked to your home. It targets real buyers with criteria matching your home; Not just lookers out for a Sunday drive.

***“My open house was a great success and it resulted in the sale of my home!”***

### **High Level Marketing**

Your “Open House” will receive the highest level of targeted marketing available in the market today! Your “Open House” promotion starts early in the week, an “Open House” invitation is sent on Thursday, and the “Open House” event is promoted right up until the day of the “Open House”.

***“Our agent achieved our goal... We sold our home quickly!”***

### **Achieving Your Goal**

Listingbook™ helps to achieve your goal by selling your home at the best price in the shortest amount of time, Period!

## Listingbook™ Benefits

- Keeps you informed 24/7
- Know how many people are looking at your property, and if they have marked it as one of their Favorites!
- You get the real scoop on your property every time it's shown
- See up-to-the-minute data on area competition
- You receive daily and monthly reports with valuable statistics on listing activity, including "Open House" results
- Reminds you of scheduled appointments to show your property
- Instant messaging means you are just a click away from your agent's expertise—you're never out of touch!

***"My agent is great!"***

***Using Listingbook™ saved us time and money. It gave us an efficient, effective and satisfying home selling experience!"***



## Why Use Listingbook™?

Selling a home is one of your most important financial decisions. You want to make the right choice — an informed decision.

Using Listingbook™ with an agent's assistance gives you the advantage of selling your home at the right price and in the shortest time. Your agent will provide you with the best service possible. Don't you deserve it?

### Getting Started

Listingbook™ is only available from members of participating multiple listing services. Call your agent today to get started!

**For More Information, Contact:**



[www.listingbook.com](http://www.listingbook.com)

# Listingbook™

## Selling Your Home Has Never Been Easier!



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