

MARKETING PROCESS

All Koenig & Strey listings receive enhanced listing status as Featured Listings on Zillow.com and on Yahoo.com



YAHOO! AND ZILLOW

The combined strength of these two search engines equals more than 25 million unique visitors each month making this network the most popular and fastest growing source of property information for home buyers. Maximizing the visibility of our listings on the number one search network in the U.S. means that vastly more prospective buyers have the opportunity to see our listings.

- Placement at the top of Zillow Maps Pages
- Placement at the top of Yahoo Real Estate Maps Pages
- Listing agent information prominently displayed on Zillow search results and Yahoo Real Estate search results
- Contact form on Zillow mobile platforms connects mobile buyers with listing agent

WHY ZILLOW.COM?

Zillow/Yahoo! Real Estate Network = #1 Real Estate Network
Total Unique Visitors (000)

