



**BERKSHIRE  
HATHAWAY**  
HomeServices

Florida Realty



**All Berkshire Hathaway HomeServices Florida Realty Listings are Enhanced as Showcase Listings on the #1 Website for Real Estate in the World ~ Realtor.com**

**Frequently Asked Questions**

**What is a Showcase Listing Enhancement on Realtor.com?**

Berkshire Hathaway HomeServices Florida Realty's Showcase Listing Enhancement package on REALTOR.com® enables property promotion through branding and listing feature upgrades such as multiple photos, Virtual Tours, detailed property descriptions and contact information.

**What are the key features of the Company Showcase Listing Enhancements for PRIMA Sales Professionals on Realtor.com?**

- Agent name, photo and contact information with link to personal website
- Yellow banner on the Search Results Page
- Ability to add up to 36 jumbo photos, full motion video and virtual tours
- Open House alerts
- Custom headline and property description
- Exposure for up to three additional listings
- Increased exposure on the Search Results Page & Listing Detail Page
- Differentiation on the Search Results Page & Listing Detail Page
- Ability to customize and enhance listings
- Listing Activity Reports Available for Sellers

**How will Listing Enhancements help generate new business?**

Listing Enhancements will assist in creating consumer awareness of our listings because they are designed to:

- Differentiate from non enhanced listings
- Increase exposure and branding
- Capture and send consumer inquiries
- Increase exposure on the REALTOR.com® network! All Showcase Listing Enhancements also appear on the REALTOR.com® Network of websites including Move.com, and MSN.com!

**How does REALTOR.com marketing compare to other forms of listing advertising?**

Advertising on REALTOR.com® is more effective than any other ad medium available; reaching more homebuyers and sellers than any other form of advertising.

**Realtor.com provides a FREE Real Estate iPhone Application**

- Where consumers instantly access over 4 million homes for sale with the touch of a button.

REALTOR.com® is the official listing site of the National Association of REALTORS®.

