

The APR Online Marketing Strategy

APR uses the Internet to support a range of marketing capabilities, including: posting properties on dozens of web sites, providing dedicated single property web sites, offering virtual and video tours, and capturing traffic analytics. In addition to providing easy access for potential buyers anywhere in the world, our online marketing capabilities give us the tools to monitor activity and track interest in your property.

Promoting APR Listings on the Internet

We post our listings on a wide range of web sites to maximize visibility. We update the data on these sites daily to ensure all of the property information is current. With a single click, APR transmits our listings all over the world.

This is a sample of sites where APR listings are found:

GENERAL WEB SITES	MEDIA WEB SITES	DEDICATED REAL ESTATE WEB SITES	REGIONAL MULTIPLE LISTING WEB SITES
<p>Google</p> <p>Yahoo</p> <p>MSN</p> <p>AOL</p> <p>Craigslist*</p> <p>YouTube*</p> <p><small>*We do not feed these sites. Agent and/or vendor populated.</small></p>	<p>SFGate.com</p> <p>MercuryNews.com</p> <p>ContraCostaTimes.com</p> <p>InsideBayArea.com</p> <p>RealEstateJournal.com <small>(only Luxury Portfolio properties)</small></p> <p>HomeFinder.com <small>(network of over 130 newspaper web sites)</small></p> <p>FrontDoor.com</p>	<p>LuxuryPortfolio.com</p> <p>LuxuryRealEstate.com</p> <p>Realtor.com</p> <p>Trulia.com</p> <p>Cyberhomes.com</p> <p>Zillow.com</p> <p>Move.com</p>	<p>BAREIS.com/GreatHomes.org (North Bay)</p> <p>CCARToday.com (East Bay)</p> <p>MLSListings.com (Peninsula & South Bay)</p> <p>SFARMLS.com (San Francisco)</p>