

Why Online Marketing?

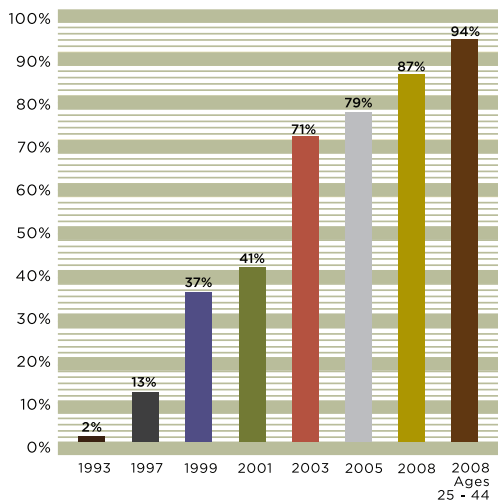
The Internet has completely changed the way residential properties are marketed. In the past, newspaper and magazine advertising formed the backbone of a home's marketing plan. To reach potential buyers today, your property must be easily accessible online. At APR, the Internet is a key element of your home's marketing plan.

Buyers Use the Internet First

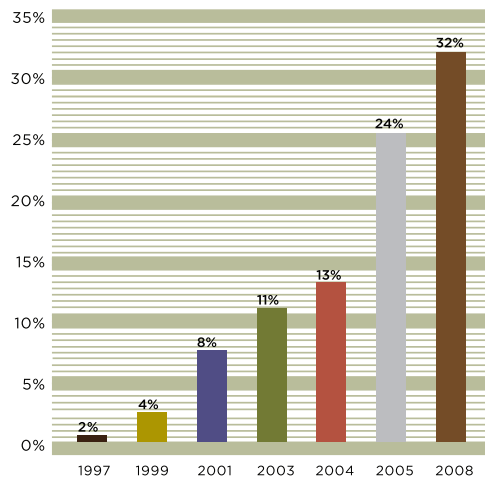
APR online strategies significantly increase the pool of potential buyers for your home. A recent National Association of Realtors Home Buyer Survey found that 87% of buyers use the Internet to search for a home.

The Internet Reaches More Buyers

Unlike local newspapers or regional publications, online marketing is not limited by a geographic coverage area. This is especially important in the Bay Area, where a dynamic, technology-based market attracts significant interest from potential buyers across the country and around the world.



**USE OF INTERNET
TO SEARCH FOR HOMES**



**BUYERS WHO FIRST FOUND
THEIR HOME ON THE INTERNET**

Greater Richness Delivers Greater Effectiveness

Online marketing supports richer information than traditional real estate advertising. For example, 98% of buyers found multiple property photos and detailed descriptions on the Internet useful. The Internet was 1,067% more effective than newspapers and 3,200% more effective than magazines in first introducing buyers to the homes that they actually bought. In addition, an Internet presence can provide buyers with unique features, such as the ability to schedule a showing, receive open house notices, calculate payments, and receive mobile alerts.

Source: 2008 National Association of Realtors Home Buyer Survey