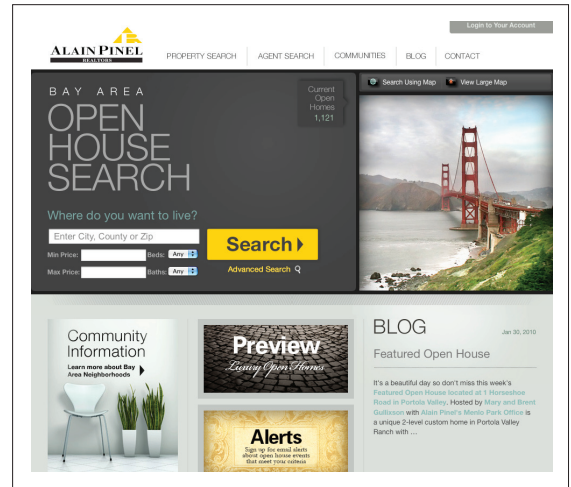


# open.apr.com

With more than 87% of buyers today using the Internet to search for a home, and 62% looking for open homes online, it's essential for your property to be easily accessible on the Web. That is why Alain Pinel Realtors is the first and only real estate brokerage to offer a complete San Francisco Bay Area wide online open home guide - open.apr.com - which includes open houses from all MLS listed properties in the Bay Area.

APR constructed open.apr.com with a number of useful tools that add great value to the potential buyer's experience:



- **Map Search** allows users to search for open houses within Google Maps, even down to the street level view
- **Route Planning** makes plotting open house visits easy by allowing visitors to chart open house tours and print corresponding driving directions
- **Community Information** provides school information, area descriptions and photo slideshows of local landmarks, city centers and neighborhoods
- **Interactive, Real-Time Market Statistics**, provided by Altos Research, supply users with insight into local market climates
- **Open House Blog** highlights featured properties and useful buyer information, giving buyers more reason to regularly return to the site
- **Favorite Listings** and **Recently Viewed Properties** can be saved for easy browsing
- **All Listed Properties In The Bay Area**, not just those being held open, are available in a searchable database of listings from all counties in which APR has offices including: Santa Clara, Santa Cruz, San Mateo, San Francisco, Alameda, Contra Costa, Monterey, Marin, and Sonoma
- **Social Media Share Features** which allow potential buyers to share property details via email, Facebook, Twitter and LinkedIn, in addition to over 100 other social media sites, in order to create a viral marketing campaign

Now, in addition to apr.com and listing syndication, your home will be promoted on open.apr.com, exposing it to an even wider audience of discerning buyers who span the Bay Area, and beyond.

Source: 2008 National Association of Realtors Home Buyer Survey  
Source: U.S. online survey conducted by Harris Interactive 2009