



Rated the nation's #1 homebuying site four straight times by Gómez Advisors

## feature story

## Hundreds of Brokers Request Partnership with MSN HomeAdvisor

In a grassroots effort to drive more exposure and leads for their customers' listing ads, hundreds of real estate brokers in some of the biggest MLS and Realtor associations nationwide have signed letters to their association leadership, requesting a partnership with MSN HomeAdvisor.

From Dallas to Orlando, to Philadelphia and many other areas, these brokers have asked their MLSs to set up a direct feed of listings to MSN HomeAdvisor, thereby giving each broker access to millions of potential homebuyers and thousands of daily leads from the Web's top-rated home and real estate site.

Louis Laurent, from Century 21 Laurent and Associates in Dallas, exas, recently joined dozens of his colleagues from top brokerages throughout the Dallas/Ft. Worth area in voicing their concerns by sending letters to their local MLS.

"At no cost, brokers nationwide have the opportunity to post listings just clicks away from more than 80 million potential buyers on MSN," said Matt Heinz, lead product manager for MSN HomeAdvisor. "Our current partners are selling more homes and winning new business as a result of their Microsoft partnership and we look forward to helping even more real estate professionals profit from the Internet."

The letter campaigns have hit hardest in markets where local MLSs have signed exclusive listing agreements, limiting a property's exposure on the Web. Several of these MLSs have foregone exclusive agreements in recent months and signed with MSN HomeAdvisor, including:

- Maine Association
- Realcomp II (Detroit)
- Florida Association of Realtors
- San Antonio Board of Realtors

"MLSs are going to succeed by helping their members serve their customers," said industry consultant Jim Sherry.



HomeAdvisor provides two technology solutions for real estate professionals:

- **MSN HomeAdvisor** is the Internet's most complete guide for finding everything about the home, helping consumers address every home-related decision. Through HomeAdvisor, real estate professionals from around the country receive thousands of leads every day from the site's more than five million monthly visitors. More information on HomeAdvisor can be found at [www.homeadvisor.com](http://www.homeadvisor.com)
- **Realty Desktop** is a Web-based service that helps manage and simplify real estate buying and selling experiences from beginning to end. Real estate brokers and agents can increase profitability by deploying this single, integrated solution for customer acquisition and retention, task and transaction management, and home-ownership services.

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"Internet homebuyers go about the home-buying process very differently than traditional homebuyers."

CALIFORNIA ASSOCIATION OF REALTORS  
2001 INTERNET VERSUS TRADITIONAL BUYERS STUDY

business brief

## How Many Ways Does MSN HomeAdvisor Benefit You?

Millions.

When it comes to driving customers directly to your e-mail in box, no one does it better than MSN HomeAdvisor thanks in large part to being the House and Home Channel on the MSN network of Internet services.

It's one thing to have your listings on a stand-alone site that can only attempt to drive traffic to your site. But when your listings are on MSN HomeAdvisor, you're benefitting from the vast marketing resources, cross-promotional tie-ins and the power of the entire MSN Network of sites — where more than 80 million users go each month to not just look, but shop online.

In fact, going into the holiday season, HomeAdvisor's sister site, MSN eshop, saw a meteoric 150 percent increase in the number of shoppers who visited during a week-long stint in November, compared with the same week last year and a 188 percent increase in the number of shoppers in October 2001 compared with the same month last year.

And these active online shoppers are merely a few clicks away from your listings on MSN HomeAdvisor. In a nutshell, MSN's multi-million dollar marketing muscle, promotional tie-ins and plethora of other sites, content and products, mean millions of shoppers are just clicks away from your listings.

partner update

## Finally, A Place for REALTORS to Call Home

Whether you're a top-producing veteran sales agent or a rookie looking for a mentor, MSN's new REALTOR Discussion Forum is your home, where you can discuss with fellow REALTORS:

- Trends important to your business
- How to generate more leads, more customers, and sell more homes
- Create additional business opportunities with other REALTORS
- How to better use the Internet to gain more business
- Technology issues

Sign up today at:

<http://communities.msn.com/RealtorDiscussionForum>



## Three State Associations Select MSN HomeAdvisor

Besides being associations that implement cutting-edge technology solutions, what do the Florida Association of Realtors, the Maine Association of Realtors and the Kansas Association of Realtors have in common?

All recently signed agreements to put their tens of thousands of listings on MSN HomeAdvisor.

- Internet homebuyers go about the homebuying process very differently than traditional homebuyers
- Internet homebuyers start using the Internet very early in the homebuying process and *well before* selecting a real estate agent

- The Internet significantly changes the expectations of Internet homebuyers

National sites are increasingly playing a pivotal role for a number of reasons. Consumers using megasites such as MSN and AOL to perform a variety of tasks, such as read news, send e-mail and check their stock portfolios, are flowing to national real estate portals such as HomeAdvisor and Realtor.com by the millions, then on to local sites where they conduct business.

The bottom line, Morris believes, is this: If real estate professionals do not have their listings on multiple national sites, they are not getting their share of