

# Listing Syndication



## Active Website

575 Union Boulevard,  
Suite 310  
Lakewood, Colorado 80228

## National

888-293-1750

## Local

303-290-7440

## Fax

303-479-8333

## Email

info@activewebsite.com

## Web

www.activewebsite.com

## Broaden Your Online Presence

Listing Syndication maximizes listing and brokerage presence on the web. Active Website automatically updates all client inventory on many different Real Estate portals and websites on a daily basis, including:



### The Denver Post Classifieds

[www.postnewsrealestate.com](http://www.postnewsrealestate.com)

DenverPost.com provides listings for homes in the state of Colorado, including new homes, rentals and a special section for mountain homes. This site reaches over 29,000 U.S. monthly uniques. Users can perform advanced searches or search by price and number of bedrooms. The listings provide a property description, public remarks, photos, virtual tours and maps as well as the listing brokerage's contact information and website.



### Google Base™ Listing Service

[www.base.google.com](http://www.base.google.com)

Over 56% of real estate related searches done on the web are performed on Google™. Google Base displays a map along with search results which include a thumbnail photo and brief property description. When the property is selected, the viewer is taken directly to the brokerage's website where the listing is located.



“Traffic to The Group’s website continues to increase month by month, thanks to Active Website’s SEO and Syndication programs.”

— Helen Gray,  
Marketing Director  
The Group, Inc. Real Estate



**HotPads™**

[www.hotpads.com](http://www.hotpads.com)

HotPads attracts around 300,000 visitors monthly and the volume continues to increase substantially. The search engine currently features over 200,000 For Sale and over 80,000 Rental properties.



**Leading Real Estate Companies of the World™**

[www.leadingre.com](http://www.leadingre.com)

Similar to Google Base, Leading Real Estate Companies of the World displays a thumbnail of a property and plots it on a map with other properties available in the area. This particular search engine displays properties exclusively from “premier independent residential real estate firms.”



**Luxury Portfolio Fine Property Collection™**

[www.luxuryportfolio.com](http://www.luxuryportfolio.com)

Priding itself as the luxury face of the Leading Real Estate Companies of the World, this search engine features 12,000 of the world’s most opulent properties in over 16 countries. Search results are very extensive and include an automatic slide show of property photos.



**Luxury Real Estate™**

[www.luxuryrealestate.com](http://www.luxuryrealestate.com)

There are more than 48,000 active listings for Luxury Real Estate. The average residential listing price is 2.1 million dollars, with the total amount of dollars on the site topping 99.7 billion. There are 3 million page views per month.



**Oodle™**

[www.oodle.com](http://www.oodle.com)

Oodle is a leading search engine for local classifieds with over 17 million active listings including over 75,000 listings under its real estate section. The site in its entirety has over 1.2 million visitors a month. Search criteria include basic categories, and exclusive refinements such as property condition.

“ WKRE has received more qualified leads from wkre.com every month since we joined The Enterprise Network.”

— Jen Ibanez,  
Relocation Director  
Wright Kingdom Real Estate



#### Pad4Pad™

[www.pad4pad.com](http://www.pad4pad.com)

Pad4Pad.com, launched in early 2008, is the most advanced home swapping and property listing site and is fast becoming a hotspot for the Real Estate Market. This site reaches approximately 7,000 U.S. monthly uniques and the numbers are growing daily. The site is developed with the Real Estate agents and brokers in mind by providing an active marketing tool for Real Estate professionals. Properties are searched by area, property facts, types and features. Listings provide several photos and property descriptions, as well as maps and comparisons.



#### PropBot™

[www.propbot.com](http://www.propbot.com)

There are over 200,000 members in the PropBot community. It features more than 25,000 websites listing properties and around 700,000 individual properties. The search engine is built to support 58 million listings.

Search results give the property a unique URL, display statistics and a photo. The catchy aspect of PropBot's results is the titles given to the properties such as, "Great Income Potential."



#### Properazzi™

[www.properazzi.com](http://www.properazzi.com)

Properazzi is quickly gaining a reputation for being the world's largest Property Search Engine. As of August 2007, the company featured 4 million properties and the site's numbers continue to grow exponentially. Properazzi includes listings in over 50 countries, spanning across 32 languages.



### Trulia® Real Estate Search

[www.trulia.com](http://www.trulia.com)

Trulia is the fastest growing online real estate site in the U.S., with more than half of its user base over age 35 and earning in excess of \$100K annually per household. Trulia ranked in the Top 10 most popular Websites for home buyers by *USA Today* and was named “Best of the Web, Real Estate” by *BusinessWeek*. There are 2 million unique visitors a month and 58 million properties listed.

The information on Trulia is displayed in the following five distinct sections: an area map, a property description, a line graph comparing home prices in the area, a side-by-side comparison of other home sales in the area, and a Q&A blog about the surrounding community.



### USAMLS™

[www.usamls.com](http://www.usamls.com)

This website features a national and international pool of properties. USAMLS displays a listing on their website accompanied by a mapped location and an area where a potential buyer can request more information from the listing brokerage. A clear and generously sized logo of the brokerage is visible on the property’s information page. A unique part of this website is the inclusion of a national service directory.



### Vast™

[www.vast.com](http://www.vast.com)

Partners with Vast have seen a 30% increase in page views, and 45% higher conversion rates. Detailed listings of 4 million homes for sale in the US from over 14,000 websites are available. There are 100,000 unique visitors a month and this rate is growing dramatically.

Vast allows visitors to search properties by price, location and keywords. The search results post basic stats on a property, a short description, a photo and the price. Similar to other search engines, when the property is selected, visitors are routed to the brokerage’s website listing.

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**Yahoo! Classifieds® (through Oodle.com)**

[www.classifieds.yahoo.com](http://www.classifieds.yahoo.com)

Yahoo! Inc. is one of the most trafficked Internet destinations worldwide. The entire website has 129 million unique visitors a month, which is up by 10.2% from this time last year. A specific section for Real Estate allows site visitors to search by price, beds, baths, location and listing types including homes for sale (MLS), foreclosures and real estate classifieds.

Search results display a photo of the property, a map, property stats, a property description, name of brokerage, and a contact phone number. When the property is selected it brings the user to a page full of IDX data. Several photos can be displayed along with a mortgage calculator and interactive map.



**Zillow.com®**

[www.zillow.com](http://www.zillow.com)

Zillow provides free Real Estate information and "Zestimates" as well as the "Make Me Move" feature. The site lists 900,000 homes for sale, comparable homes, historical sales, home valuation tools and more. In an average month, Zillow.com handles 4.2 million unique visitors. The twist with Zillow is that it allows users to see the value of millions of homes across the United States, not just those up for sale. In addition to giving value estimates of homes, it offers several unique features including value changes of each home in a given time frame (e.g., 1, 5, or 10 years), prices of homes in the area and aerial views of homes. Basic information such as the number of bedrooms and bathrooms as well as square footage is available.

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