

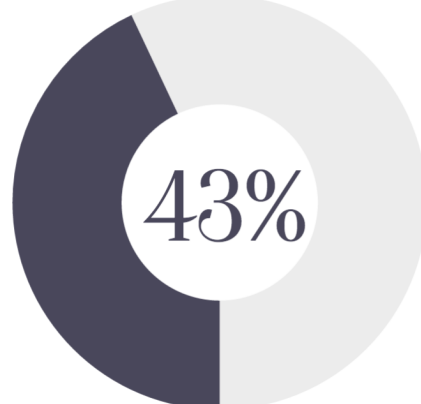
The Benefits of IDX for Today's Home Buying Market



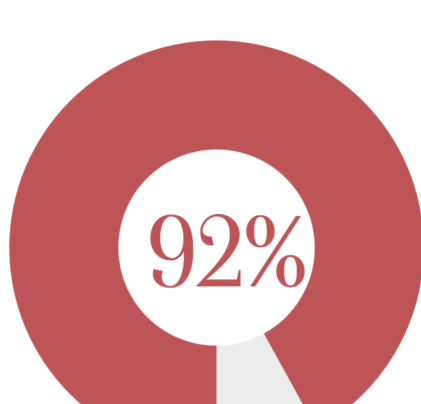
IDX (Internet Data Exchange) allows real estate professionals to easily display the most recent and comprehensive property listings from a Multiple List Service (MLS).

Are you fitting in the home buying process?

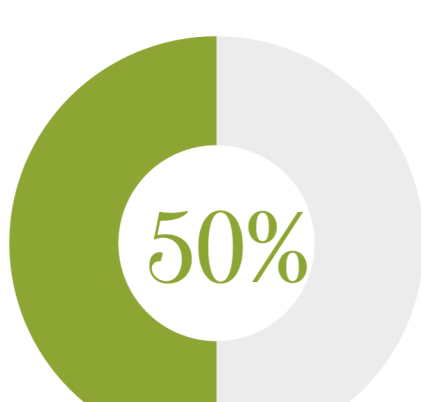
Things to Consider:



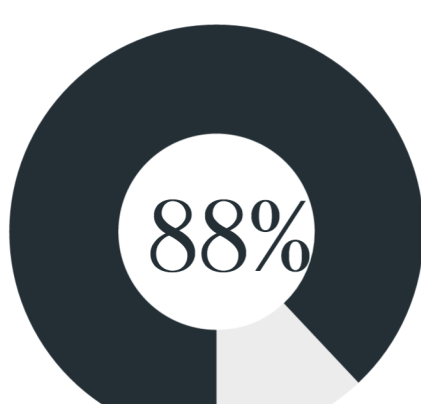
of home buyers check properties online before doing anything else.



of buyers use the internet in some way throughout the buying process.



of buyers use mobile websites or apps in their search.



of buyers purchased their home through a real estate agent or broker.

IDX makes it possible to fit right into this paradigm

Benefits of IDX



Smaller brokers can compete:

Even smaller brokerages can provide similar services to large real estate portals, but their local focus makes them a better source.



Consumers get a better experience:

It's easier for consumers to move from the "just looking" phase to the "ready to contact a broker" phase.



Usable on mobile devices:

A responsive design makes it easy to market listings on tablets and smartphones.



Engages Consumers:

Web sites are open to deeper consumer engagement by offering:

- Saved & customized searches
- Alerts when new listings appear
- More relevant & regular communication
- Neighborhood comparisons based on unique data points



Improve online marketing efforts:

Consistently updated data feeds make your website more attractive to search engines and consumers.



Great listing exposure:

Listing availability grows significantly every time IDX is adopted in a new region.



Resources:

<http://www.realtor.org/reports/highlights-from-the-2014-profile-of-home-buyers-and-sellers>