



# Realty Market Update

## Public Market Data Website

### Gain Competitive Advantage

Providing market data not only helps your customers make informed decisions but differentiates you from the competition.

### Become the "Go To" Source

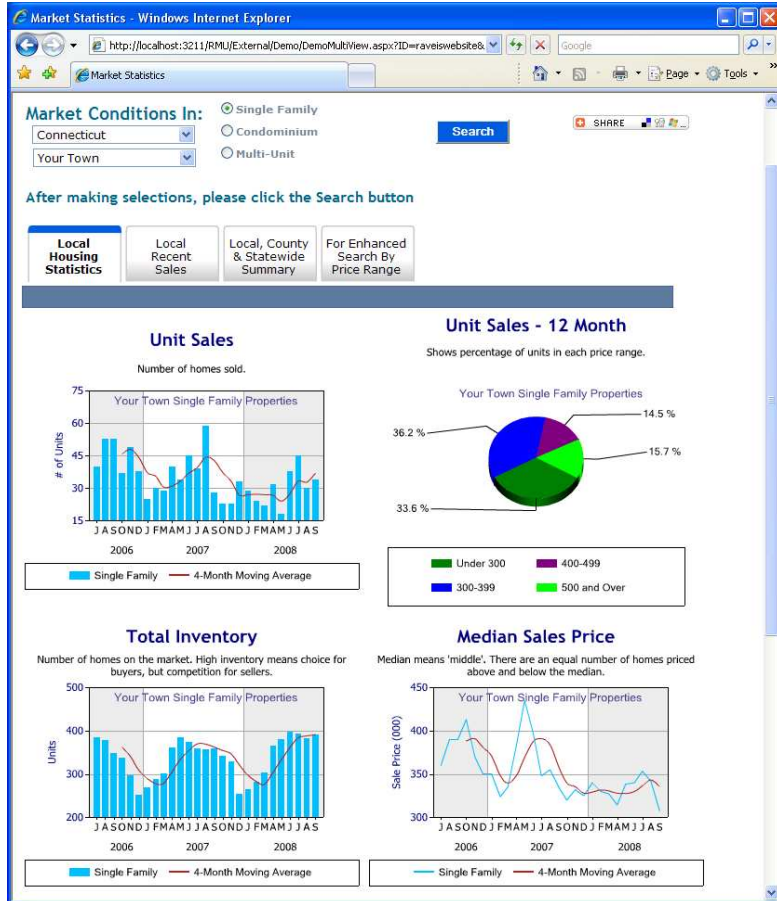
Make your website the "Go To" source of real estate market information for the general public, the press, even competitors.

### Drive Website Traffic

Clients tell us that our charts and statistics increase the number of visitors and duration of visits.

### Generate Referrals

Some of the more interesting charts and reports can be kept in reserve for prospects who are willing to provide contact information.



### Key Features

- Search by state, county, town, zip code, property type, bedrooms and more ...
- Select up to 6 different charts including Inventory, Sales, Median Price, Market Time, Sales/List Ratio, Months of Supply
- Recent Sales Report
- Custom branding
- Monthly site statistics
- Moving average line and tooltip help

Brokers and agents need a better way to communicate with clients and the general public about the market. Daily news stories on foreclosures, recession, and falling prices create strong emotions around real estate transactions.

Buyers are anxious and sellers insecure. Everyone's afraid of being taken advantage of. This uncertainty is bad for business.

Having objective, detailed information on conditions tailored to their specific market helps people see reason. Brokers who have the information and can help their clients understand it are at a distinct advantage in this atmosphere.

Market intelligence is becoming a key competitive weapon.

**Realty Market Update** lets you provide the information buyers and sellers seek.

Our mission is to provide accurate and insightful information and analysis on local real estate markets in a form that is clear and easy to understand.

We are here to serve the information needs of real estate professionals, and through them their clients, in order to promote understanding of market conditions leading to sound pricing and investing decisions.