

Team of Resources

Our team knows what it takes to sell your home. Let us put our team of resources to work for you.

A background graphic featuring the silhouettes of eight professionals (four men and four women) in business attire, standing in two rows. The text is overlaid on these silhouettes.

LEADING MARKET SHARE

ADVERTISING

MARKETING TEAM

STATE OF THE ART OPERATIONS CENTER

TRAINING & DEVELOPMENT

AWARD-WINNING WEBSITE

TECHNOLOGY DEPARTMENT

LOCAL KNOWLEDGE & LEADERSHIP

STRATEGIC PARTNERSHIPS

CALL CENTER

ELECTRONIC DOCUMENTS & DIGITAL FILING

PROPERTY TOUR CARAVANS

Consider it **Sold.**



Find the Buyers

We know where buyers are looking. Intracoastal Realty directly addresses these key exposure points.

Where did buyers first learn about the home they purchased?



*According to the National Association of Realtors Profile of Home Buyers and Sellers, newspaper print advertising has declined **86%** since 2002.

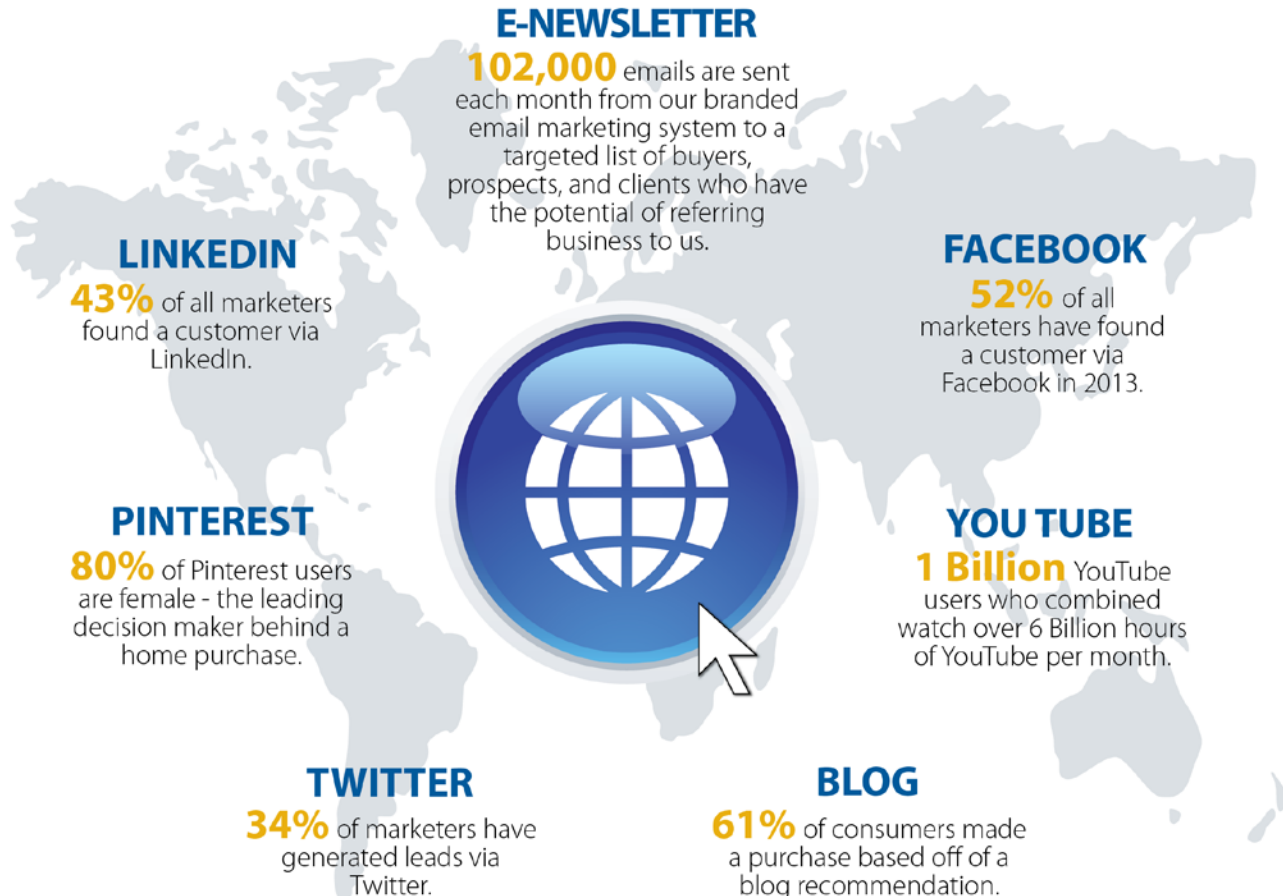
According to the
NAR Profile,
89%
of buyers searched
for homes online.

Source: National Association of Realtors Profile of Home Buyers and Sellers, 2013



MARKETING | Find the Buyers

We are **Connected**



Our Award-Winning Website

IntracoastalRealty.com is the recipient of the **Website Quality Certification** presented by Leading Real Estate Companies of the World®.

AWARD-WINNING FEATURES

- Responsive web design
- Detailed area information
- Save favorite listings
- New property email alerts
- Sold property information
- Community stats
- Market updates & graphs
- Home value reports
- Pinpoint properties on our innovative map feature
- and much more!



EASY-TO-USE SEARCH OPTIONS

Search for properties by:

- rooms/baths
- school district
- subdivision
- waterfront
- square footage
- acreage
- boating access
- golf course living
- historic district
- first-time homebuyers



MARKETING | Award-Winning Website

Home Search App

Search every active listing from every company on our easy-to-use Home Search app available for Android, iPhone, and iPad. Search "Intracoastal Realty" in your app store and download for free!

FEATURES INCLUDE:

- All listings. All companies!
- Interactive map with road and satellite views
- Comprehensive property details with large photos
- Gallery view or Map view
- Freehand polygon map search
- HomeSpotter GPS technology shows nearby properties
- Built-in sharing tools
- Driving directions to the property
- Extensive search criteria options
- MLS/Property number search
- Ability to save favorite listings
- For Sale and Under Contract searches



Google loves **IntracoastalRealty.com**

IntracoastalRealty.com is optimized for search engine marketing with **thousands** of keywords that produce over **600,000** page views per month.

EXPERT IN-HOUSE WEB MARKETING

Our marketing team knows how to drive massive web traffic to our network of websites.

ORGANIC!

Organic search engine placement is simply the most effective website lead-generator. We do invest in pay per clicks and sponsored advertising, but statistically organic placement yields more (and better) traffic. IntracoastalRealty.com is actively promoted and optimized for an ever-increasing list of organic search results.

With ongoing promotion to stay at the top of all rankings by our in-house marketing team, IntracoastalRealty.com offers **unparalleled** global exposure for our listings.



IntracoastalRealty.com
receives over

4x


more traffic than
nearest competitor.

*Source: SEM Rush, May 2014



MARKETING | Search Engine Marketing

Photography Sells



Exceptional photographs increase your chance of selling a home.

Our research shows nearly **90%** of buyers search online for homes, **while only half that number visit open houses**. Most buyers today conduct their preliminary research at home — reviewing online photos.

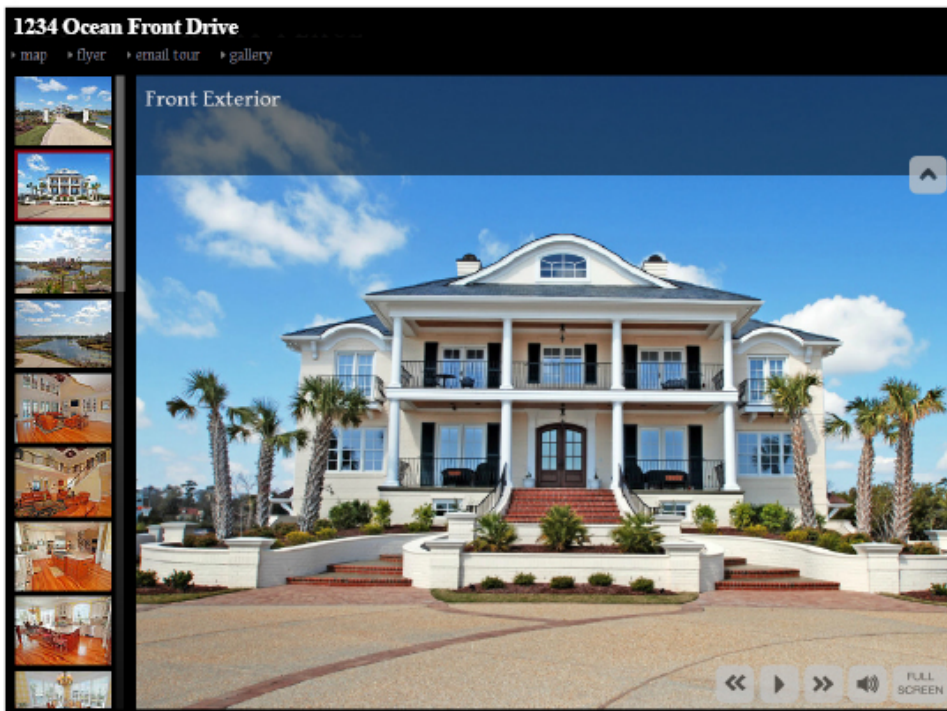


MARKETING | Professional Photography

Visual Appeal

Virtual Tours represent a major advancement in technology over most other offerings on the market. More than just moving pictures, the video includes audio commentary, subtle background music, and text overlays for each image.

All images will also be featured in an auto-run slideshow so viewers can take their time viewing each one.



FEATURES INCLUDE:

- 16 to 25 photos
- Flash Video, Auto-Run Slide Show
- Ability to Email Tour Features
- Downloadable Hi-Res Images for Print Media
- Professional Narration
- Background Music
- Agent Info Displayed on Every Page
- All MLS Information Included

Virtual Tours are also available to post on the following websites:

- IntracoastalRealty.com
- Agent's Personal Website
- Rapattoni
- REALTOR.com
- YouTube.com



MARKETING | Virtual Tours

Direct to the Buyers

While our marketing efforts have shifted to the internet in order to capture buyers, we still have a significant presence in the local newspapers, lifestyle magazines and other print media. Our print marketing covers:

- ▣ **Billboards**
- ▣ **Property Flyers**
- ▣ **Brochures**
- ▣ **Direct Mailers**
- ▣ **Newspaper Print Ads**
- ▣ **Magazine Print Ads**
- ▣ **Property Information Cards**
- ▣ **Just Listed/Just Sold Cards**



Welcome Home



123 Main Street
Your neighborhood
Offering Price: \$



Intracoastal
REALTY CORPORATION

Experience the Exceptional

My Contact Information

DISCLAIMER: The above data is furnished for informational purposes only. Neither Intracoastal Realty Corporation nor its agents warrant the completeness or accuracy of this data. Prospective buyers should verify all data that is pertinent to their particular needs, or at least provide for such verification as a condition of their offer to purchase.



Master Bedroom: 28 x 15
2nd Bedroom: 16 x 14
3rd Bedroom: 16 x 16
Baths: 2 Full, 1 Half
Living Room: 21 x 21
Dining Room: 21 x 12, Formal
Kitchen: 34 x 16
Foyer: 15 x 15
Appliances: Built-in microwave, dishwasher, free-standing range, refrigerator

Remarks:

Extraordinary waterfront home on Figure Eight Island. Designed by renowned local architect and custom built in 2002 with every attention to detail. Hear the ocean and enjoy gorgeous sunsets and endless views. 7500 sq ft, boasts gourmet kitchen, custom cabinetry, inlaid flooring and exquisite moldings throughout. 5 bedrooms with full baths. ADA accessible suite and elevator to all floors. Water views from every room. 3200 sq ft of decks for outdoor entertaining. 140 ft round frontage. Bulkheaded with pier, floating dock and electric boatlift. elegant evening lighting.

Age/Year Built: 2004
Square Feet: 7500
Land Dims: 28 x 111 x 28 x 108
Garage: 2 Car, Attached
Fireplace: 1
Heat: Electric, Forced Air
Air: Central Forced Air
Water/Sewer: Municipal
Extras: Ceiling fans, double pane windows, deck, home warranty, patio

*Schools: Blair Elementary
Noble Middle
Laney High

*Based on current conditions in New Hanover and surrounding counties, students residing at the address may be assigned to schools other than those indicated above. Buyers should contact the respective County Board of Education for further information.

123 Waterfront Road

YOUR NEIGHBORHOOD



Imagine coming home to this beautiful brick home in the heart of Landfall. With over 4,000 square feet, 4 bedrooms and 3.5 baths, you can enjoy all that life offers. Entertain with friends in this stunning great room with soaring fireplace. Enjoy the central gourmet kitchen with attached family room that allows for luxurious cooking and fun conversations. Relax in your tranquil master suite with spa-like bath, complete with his and her closets. Other features include: custom office with hidden Murphy bed; bonus room complete with built-in cabinets and a large screened porch that overlooks a private fenced yard.

Offering Price: \$609,000

My Contact Information



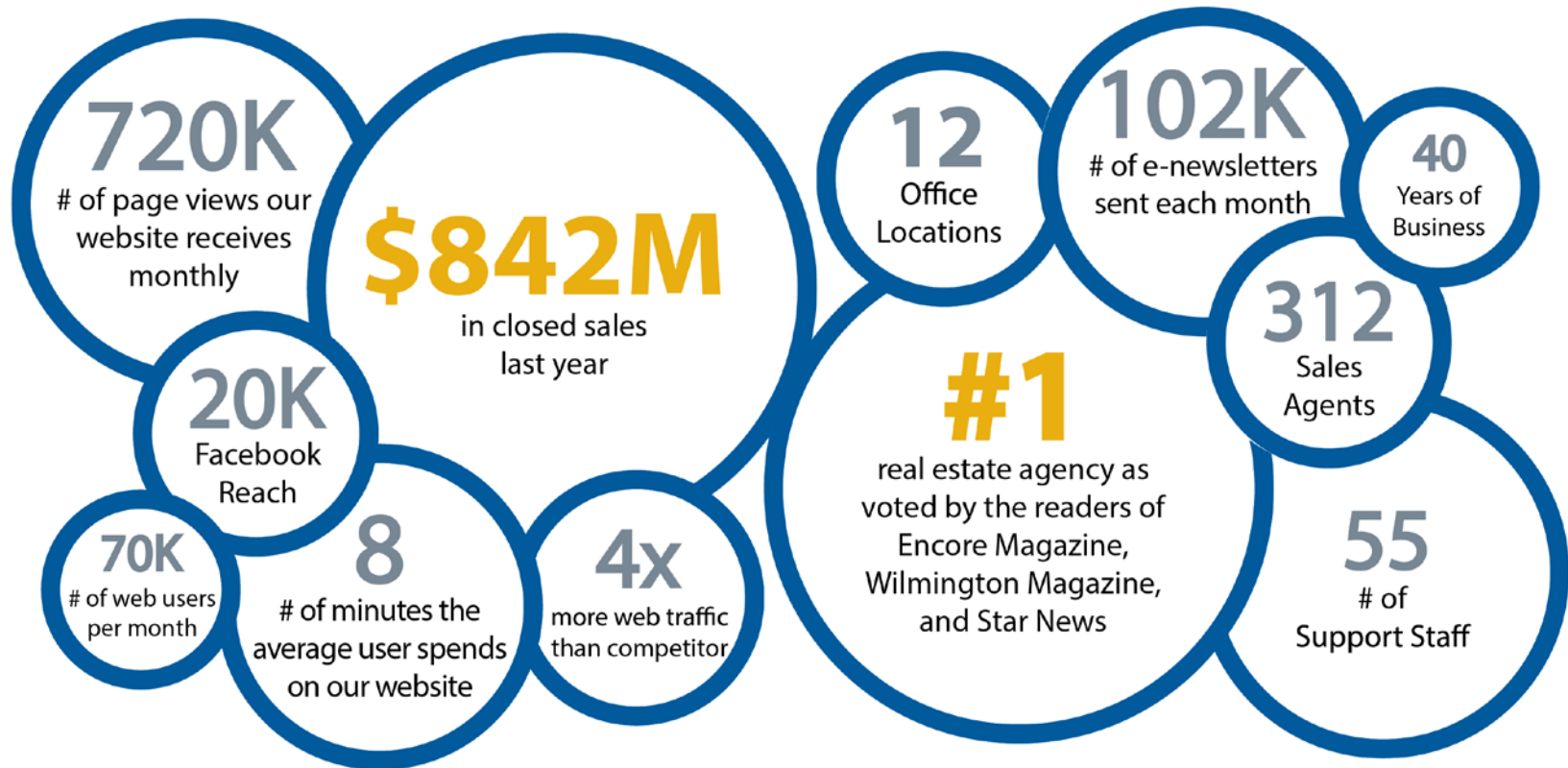
Intracoastal
REALTY CORPORATION

Experience the Exceptional



MARKETING | Property Flyers

Activity and Exposure



What is **Syndication?**

WHAT IS LISTING SYNDICATION?

The authorization of home listing data being shared to third-party sites (i.e. Zillow, Trulia, and Homes.com) is a process called “Listing Syndication”.

realtor.com[®]

 **Zillow**[®]

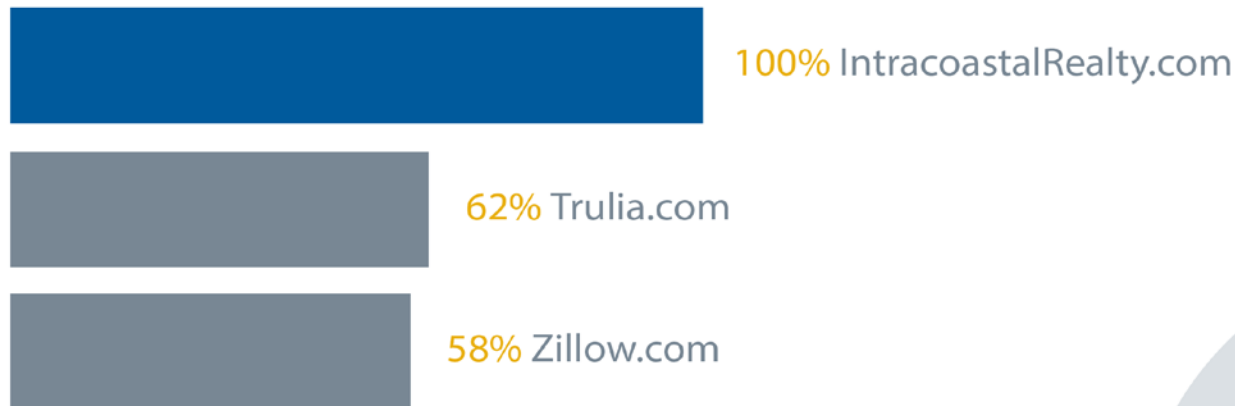

Homes.com

 **trulia**



Go to the Source

Despite improved efforts, at times the big syndicated sites (Trulia.com, Zillow.com, etc.) still do not accurately depict what is actually on the market. To ensure the most up to date, real time information about what is on the market, rely on IntracoastalRealty.com. The data for listings on our website is a result of a direct feed from the MLS, **resulting in 100% of all active listings being represented at all times.**



Find all listings at any time, any where with our unique **HomeSpotter app**. The **HomeSpotter** feature is **GPS-focused** and allows you to find out what properties are on the market based on your location at anytime right from your smartphone. Download our **free** app today for iPhone, iPad, and Android:

App.IntracoastalRealty.com

*Statistics as of May 2014

Find up to
85% more listings
on
IntracoastalRealty.com
in some locations.



MARKETING | Syndication