

Greater exposure for agents and their listings

Windermere and Google



*W*indermere and Google have teamed up to dramatically increase the online exposure for all Windermere listings by making them accessible through a Google search. This collaboration provides a powerful benefit to Windermere agents and a competitive edge for their customers.

Unlike other pay-per-click or lead generation programs, this marketing vehicle is available to Windermere agents at no charge. And since Google links prospects directly back to the listing on the Windermere site, Windermere agents remain the first point of contact.

How does it work?

- All Windermere listings are sent to Google's database daily.
- When Windermere listings match a user's search criteria, the properties are included in the Google search results.
- Users click for more information, and they are sent directly to the listing on the Windermere site, along with more details about the home and the listing agent's contact information.

Online tools on the cutting-edge

Windermere's award-winning Web site featuring our PropertyPoint™ map search and Google Maps™ ranks among the top sites in the country for the amount of time users spend on the site. *Windermere.com* receives the most traffic of any real estate brokerage in the West, with 3.3 million total visits a month. Our Photo Gallery tool, available only

to Windermere agents, allows agents to create a showcase for their listings that includes an unlimited number of super-size images, with space to describe the home in full detail.

Powerful benefits for Windermere agents and clients

Teaming with the leading search engine in the world increases your revenue potential by boosting exposure to your Windermere listings. When your clients list with Windermere, their property will automatically reach the more than 380 million potential clients that use Google each month. This unsurpassed exposure for Windermere listings offers the potential for faster sales at higher prices.

Materials to help you maximize your business

We've created tools to help our agents present the benefits of this partnership and Windermere's innovative technology to their clients. These materials include professionally designed listing presentation sheets, PowerPoint presentation slides and direct marketing postcards.

Our shared commitment to our clients

Windermere and Google share a commitment to delivering the most relevant and complete information available to consumers. When you're a part of Windermere you can put the strength of this partnership to work for you—and your clients.

