

Leading the Way in

Windermere
REAL ESTATE
Exclusive Properties

Real Estate Technology



To effectively work with today's internet savvy homebuyer, you need an internet savvy Realtor.

- Windermere was the first real estate company to feature an **interactive listing map** on their website, allowing visitors to conveniently search for properties from the comfort of their homes.
- Windermere Exclusive Properties was the first real estate brokerage in San Diego to launch a **company wide blog site**. It is updated daily with real time news, powered by more than 100 active agent authors.
- We are the only real estate brokerage in California with our own **multimedia production company** and **green screen studio**. Our team of videographers and directors support agents with everything from professional photography to full motion video.
- Windermere developed an exclusive **virtual toolset** that allows us to reach, track and engage buyers on an international level.
- Windermere listings are syndicated to thousands of websites through the most sophisticated **internet property marketing plan** ever developed.

If you want access to the greatest tools technology has to offer, choose a Windermere agent.



Our

Internet

Presence

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Windermere websites are cutting edge. They include: interactive maps for easy property searches; an advanced blogging platform; social networking mash ups; and professional videos and home tours.



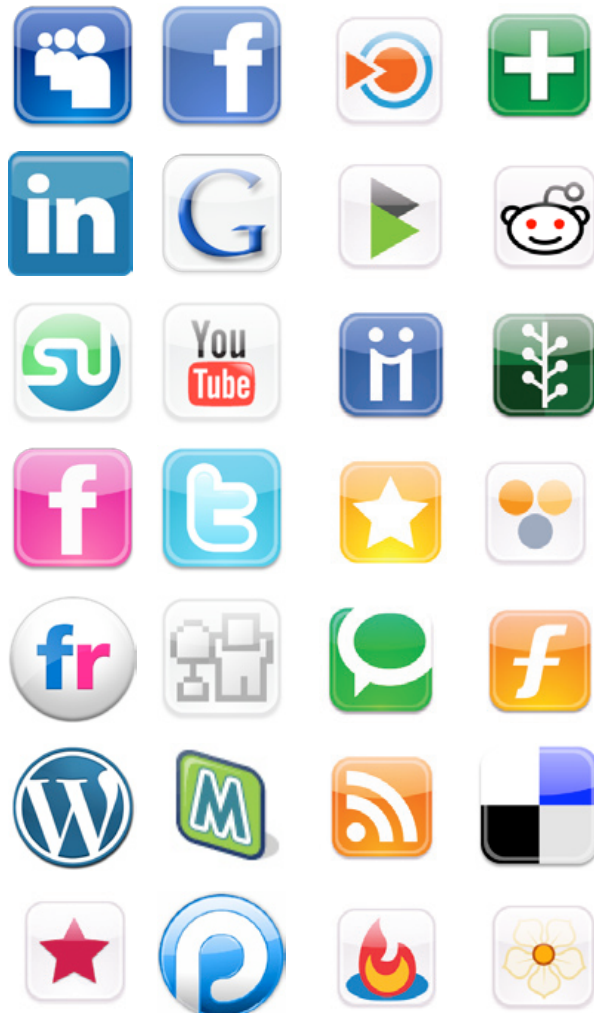
Social Networking

Over the past few years, the way people use the internet has dramatically changed. Users want more than online directories, they want a perpetual stream of interactive and dynamic content. Blogs and other sites featuring user generated content are among the most popular tools people use to “get a feel” for new things, including real estate.

What you should know about Social Networking (member communities):

- Time spent on social networking sites has surged 73% this year
- In February 2009, social network usage exceeded web-based email usage for the first time
- 77% percent of active Internet users read blogs
- There are more than 2 billion Google searches performed daily
- YouTube accounts for more than 10% of all internet traffic and attracts nearly 83 millions visitors each month
- 100,000 people check their Facebook Page every day, 30 million of them do it through their mobile device
- California is home to more than 57% of Twitter accounts

Buyers are actively using social networking sites to learn about San Diego and make their real estate decisions. I understand these tools and will leverage these sites to make your property more visible and attractive to the modern buyer.



Picture Perfect

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Production Videos

Today's homeowners overwhelmingly report that photos and videos are the most important features they use when searching for a home. Together, they can increase the perceived value of a property by nearly 20%.

Windermere Exclusive Properties is the only real estate brokerage in California with our own multimedia production company and local green screen studio. Our team of videographers supports agents with everything from professional photography to full motion video.

The number of American users frequenting online video sites climbed 339% since 2003 and this year it became the fastest growing area of online marketing. We use video to make your virtual tours stand out from the competition and attract more attention from home buyers on the top 5 video sharing sites.

