

Internet Visibility Sells Homes in Today's Market

At least 80% of home buyers use the Internet to search for a home*.

The Benjamin Team offers homeowners Internet visibility on dozens of popular high traffic websites where buyers frequently search.

Phoenix is one of the fastest growing metropolitan areas in the U.S. Many home buyers are relocating from other parts of the country to Phoenix and its surrounding communities. If you list with an agent that does not provide your property nationwide exposure, you are missing out on thousands of motivated potential Buyers seeing your property. Most real estate agents just place a listing on the MLS and hope for the best. MLS listings only feed to Realtor.com and a handful of other sites. Due to sheer laziness or lack of savvy with technology they don't take advantage of the Internet's growing power as marketing tool to sell your home.

The following is a partial list of sites which The Benjamin Team uses to market their listings:

Move Network - 6.7 million unique visitors per month
(includes Realtor.com, Move.com, Moving.com, Welcomewagon.com etc.)

MSN Real Estate - 6 million unique visitors per month

Yahoo! Real Estate - 3 million unique visitors per month
Homescape.com - 2.2 million unique visitors per month

Trulia.com - 1.64 million unique visitors per month

Oodle.com - 1.6 million unique visitors per month

Zillow.com - 1.41 million unique visitors per month

AzCentral.com - 1.5 million unique visitors per month

Lycos Real Estate - 1.5 million unique visitors per month

AOL Real Estate - 1.02 million unique visitors per month
Homescape.com - 1 million unique visitors per month

RealEstate.com - 800,000 unique visitors per month

Hotpads.com - 750,000 unique visitors per month

Netscape Real Estate - 600,000 unique visitors per month

Kiplinger.com - 600,000 unique visitors per month

Excite Real Estate - 375,000 unique visitors per month

Vast.com - 400,000 unique visitors per month

Kw.com - 300,000 unique visitors per month

Google Base - 250,000 unique visitors per month

AmericanTowns.com - 150,000 unique visitors per month

Cyberhomes.com - 100,000 unique visitors per month

ReadExpress.com - 40,000 unique visitors per month
(Washington Post Publication)

Propsmart.com - 20,000 unique visitors per month

MyRealty.com 5,000 unique visitors per month

Before you choose an agent to list your home...

Ask the agent for a list of websites on which they place their listings. Most agents won't be able to provide one. Why? They haven't progressed with the technology Buyers use to find homes. An agent that doesn't make full use of the Internet to market your home is doing you a disservice.

To learn more about The Benjamin Team's comprehensive marketing strategies call 480-201-3001, or click here to contact us.

{FacileForms:cma,1,0}

*2006 NAR (National Association of Realtors Survey)

Traffic data estimated from the following sources: Realtor.com, statsaholic, complete, and Quantcast.