

Real Property Information Services Provided by *Realcomp, the REALTOR'S® MLS*

Company Profile: For over 16 years, Realcomp II Ltd. has successfully provided premier real estate information and technology solutions to REALTORS®.

Our Mission Statement: Realcomp's purpose is to deliver first-rate real property data services, support, & instruction to our REALTOR® customers through leadership and staff committed to excellence, integrity, and respect for others.

Our Vision Statement: The Staff of Realcomp II Ltd. is committed to providing the most up-to-date real estate information using state-of-the-art delivery methods. Realcomp offers our subscribers top of the line customer service and every member of our staff has the authority to do what it takes to make certain each customer's experience with us is a positive. We are proud of our company's reputation of holding the highest moral and ethical standards of honesty and integrity.

Realcomp II Ltd. is owned by the following Shareholder Boards/Associations of REALTORS®:

- Dearborn Board of REALTORS®
- Detroit Association of REALTORS®
- Eastern Thumb Association of REALTORS®
- Grosse Pointe Board of REALTORS®
- Lapeer and Upper Thumb Association of REALTORS®
- Livingston Association of REALTORS®
- Metropolitan Consolidated Association of REALTORS®
- North Oakland County Board of REALTORS®
- Western-Wayne Oakland County Association of REALTORS®

Get MORE... more listings...more sales... through our standard service offerings!

I. Access to multiple integrated databases of real property information...

Our MLS Database includes...

- 1,548,612 MLS properties
- 633,947 historically recorded MLS properties – older than 4.5 years
- 6,002,003 online photos
- 140,926 linked virtual tours

Our Public Record Database (PRD)* includes...

Millions of public records (providing users with desktop access to city and county information such as land, tax, and/or property descriptive data) for the following Michigan areas:

Allegan County	Livingston County
Arenac County–New	Macomb County
Barry County	Manistee County
Bay County	Mason County–New
Berrien County	Midland County
Benzie County	Missaukee County–New
Branch County	Mecosta County
Calhoun County	Monroe County
Cass County	Montcalm County
Clare County–New	Muskegon County
Clinton County	Newaygo County–New
City of Detroit	Oakland County
Eaton County	Oceana County–New
Genesee County	Osceola County
Gladwin County–New	Ottawa County
Grand Traverse County	Roscommon County
Hillsdale County	Saginaw County
Huron County	Sanilac County
Ingham County	Shiawassee County
Ionia County	St. Clair County
Jackson County	St. Joseph County
Kalamazoo County	Tuscola County
Kent County	Van Buren County
Lake County	Washtenaw County
Lapeer County	Wayne County
Lenawee County	Wexford County

Realcomp II Ltd. is the ONLY Multiple Listing Service in Michigan that offers integrated MLS and PRD information for this many counties at NO ADDITIONAL COST to the MLS Subscriber.

2. Access to Realist® - Realist® is a second source of public record data, which is integrated with Realcomp *Online*® (our web-based MLS system). Realist® is a national public record data product of First American Real Estate Solutions™. Realcomp is the exclusive provider of the Realist® product for all of First American's MLS accounts across the state of Michigan.

Realcomp Subscribers have free access to Realist®, adding additional property data, maps, market information & more! Realcomp Subscribers can access Realist® two (2) different ways:

- From the PRD (Public Record Data) menu of Realcomp *Online*®.
- By doing a search from any of the county databases (except for Grand Traverse) and clicking the "R" hyperlink to reference Realist® details.

3. Listing Data Entry – Realcomp II Ltd. offers free listing data entry as a standard service for all participating Brokers and Agents. We charge no additional fees to enter your listings into the MLS computer system. Simply fax your listings to Realcomp II Ltd. to have them entered.

FYI - Our ongoing goal is to enter all listings into the system the same day they are received, when received by 3:00 p.m. For those listings received after 3:00 p.m., our objective is to load them by 3:00 p.m. of the next day.

Listing Load is also available from Realcomp *Online*[®] and allows Realcomp MLS Subscribers to enter their own listings and listing changes into the MLS computer system. Listing Load privileges are provided to all MLS Subscribers, contingent upon each Broker Owner's authorization to Realcomp to grant these extended system privileges.

4. MLS System Availability –The Realcomp *Online*[®] MLS system is available 24 hours-per-day, with some degradation between the hours of 12 midnight and 4:00 am due to system maintenance. Realcomp II Ltd. has a scheduled maintenance period the first Wednesday morning of every month from 12 midnight until 10:00 am (at the latest). During this regularly scheduled maintenance period, any or all of Realcomp II Ltd.'s network and/or computer systems may be unavailable.

5. Photo Services – Realcomp II Ltd. will provide a primary photo for each listing located within the combined jurisdictions of Realcomp II Ltd.'s Shareholder Boards/Associations. If an exterior photo is available from Realcomp's established professional photo library, it is applied. MLS Subscribers are always free and encouraged to upload a photo they themselves have taken and additional interior views.

Realcomp offers iLOOKABOUT's StreetScape technology for MLS Subscribers to enhance their visual imagery experience with listings featured in Realcomp. StreetScape technology brings the real world right to your screen! Its unique 180° X 180° perspective not only allows you to access dynamic panoramic views of properties catalogued and captured in our initial Streetscape database*, it also allows you to peruse the neighborhood, put things into the proper context, and view aspects of the property that were only available before by personally visiting it. The new Streetscape technology means improved efficiency, effectiveness, and decision-making for you and your clients! For more information, on the new StreetScape Technology, visit Realcomp.com and click "Products & Services" and "StreetScapes".

6. Dedicated Customer Care Phone Support (LIVE Technical Phone Support!) – Realcomp II Ltd.'s Customer Care Staff can be reached by phone toll free at (866) 553.3430 or via e-mail (support@corp.realcomp.com), seven (7) days per week. We're here to assist you with your MLS and computer-related questions and concerns during the following hours:

- Monday – Friday: 8:00 a.m. – 9:00 p.m.

- Saturday: 8:00 a.m. – 8:00 p.m.
- Sunday: 11:00 a.m. – 6:00 p.m.

7. More Toll Free Calling – Realcomp maintains TOLL free phone numbers to enable Realcomp Subscribers to call us from anywhere within the U.S. free of charge. These numbers are: (866) 553-3430 (Customer Care Support) and (866) 553-3003 (Administration).

8. Computer Training Services – Realcomp II Ltd. provides the following MLS-related classes free of charge to Subscribing Brokers and Agents:

- Listing Load
- Realcomp *Online*[®] for New MLS Subscribers
- Realcomp *Online*[®] Front-Office Training for Office Assistants
- Realcomp *Online*[®] for Appraisers Only
- Realcomp *Online*[®] Advanced Search Techniques & Functions
- Realcomp *Online*[®] Public Record Data & Comparative Market Analysis
- Photo Editing Using Google's free Picasa Software
- Marketing Utilizing Realcomp *Online*[®]
- What's New at Realcomp – including Online Forms, ShowingAssist[™], Realcomp *Mobile*[®], Point2 Agent, Property Photos in Public Record Data, StreetScape Photos, and more!
- Transaction Management Service (TMS)

Realcomp II Ltd. has a newer training facility, which accommodates up to 32 students at a time. The facility offers amenities such as 32 workstations, a central projection system, Certified Realcomp Trainers, and a learning-friendly environment. For more information about Realcomp II Ltd.'s Training services, either visit Realcomp II Ltd.'s web site at <http://www.realcomp.com> or call our Training Department at 866.553.3430.

9. Free Internet Advertising – Brokers have the option of automatically advertising their office's active listing inventory through Realcomp II Ltd. on the Realtor.com and MoveinMichigan.com Web sites. Once Broker approval is received, the Broker's office inventory is exported to both Web sites on a daily weekday basis.

10. Statistical Summaries for Realcomp REALTOR[®] members – Statistical reports are made available to Realcomp Subscribers each month through Realcomp's corporate website. There you will find the latest MLS Summary Reports for Southeast Michigan, including summaries by zip code, and archived reports. These are a great tool for providing your customers and clients with market data. This report is available at no additional cost and accessible with your User ID and password.

Get MORE... more listings...more sales... through our technology!

11. Realcomp Online®.com – Our private MLS system Web site offers the following benefits to Realcomp II Ltd.

Subscribers:

- Access via any Internet-enabled PC meeting our minimum hardware & software recommendations
- Integrated MLS and Public Record databases
- Send on-market listings and CMA reports via e-mail
- Integrated Bing mapping
- Automatic Prospect E-mail Notifications
- Upload up to 25 photos and one (1) virtual tour per listing
- Integrated access to Realcomp's electronic profile and status change forms (online forms)
- Integrated access to electronic forms and contracts created by our Shareholder Boards/Associations and MAR.
- Create a new listing by auto-populating from a previous listing or our public record database.
- Enhanced Comparative Market Analysis (CMA) module and report options
- Public Record Data (PRD) export capabilities
- Public Record Data label printing options
- Access to Realist® - PRD available from First American Real Estate Solutions
- Lead generation statistics for listings advertised on MoveInMichigan.com
- And more!

12. Online Forms through Transaction Desk™ — All Realcomp members now have access to online forms (including listing profile and status change forms for Realcomp, MAR forms, Board Forms, etc.) from the Realcomp Online® system through the integrated Transaction Desk™ module. Online forms give you the benefit of being able to access the latest and greatest version of these forms at any time! Your listing data can now be entered into the Online Forms module once and automatically populated into all forms that you attach to your listing transaction. The forms can then be printed and e-mailed to Realcomp and to your clients. Best of all, these forms are free.

13. ShowingAssist™— *ShowingAssist™* is an interactive, online scheduling system for home showings that will allow Realcomp REALTORS® to automate much of the showing management process, thereby increasing productivity and reducing costs. Among the specific *ShowingAssist™* benefits:

1. Interactive calendars show “open hours” for certain homes on the market;
2. Specific showing instructions are posted for each home;
3. Requests for showings are relayed—immediately and automatically—online to listing REALTORS®; eliminating phone messages, repeated and missed calls;
4. Instant confirmations are sent when showing properties are designated as “no appointment required”;
5. Online activity reports;

6. Automatic e-mails generated by the system to obtain the showing agent's feedback via e-mail; and more.
7. Consumers are able to make showing appointments using *ShowingAssist™* while viewing properties on MoveInMichigan.com if offices have turned this feature on in Realcomp Online.®

14. ShowingDesk™ Web Edition - *ShowingDesk™ Web Edition* is showing appointment and call tracking software designed for real estate offices. *ShowingDesk™ Web Edition* (formerly Call Trax) is the newest version of the classic front desk software system that helps real estate offices manage showing appointments, send showing notification emails, gather showing feedback, track ad & sign calls, generate listing activity reports and more. It connects to Realcomp to update your office listing information and downloads the latest MLS agent roster so you can quickly identify agents requesting showings.

ShowingDesk™ Web Edition is available to Realcomp REALTOR® offices and agents and provides new resources for greater house buying/selling ease and efficiency. *ShowingDesk™ Web Edition* will equip REALTOR® offices and agents to:

- More effectively schedule and track showings via the front desk
- Manage showings scheduled through *ShowingAssist™*
- Generate showing feedback
- Get notified and notify others of showings
- Access reporting functions
- Reduce time-consuming and unproductive missed calls

15. MoveinMichigan.com – This public Website allows consumers to search for Michigan real estate listed by Realcomp II Ltd. Subscribers. It also allows them to search for Subscribing Agents, Offices, Open Houses, and more. Additional real estate-related links can also be found on the site to help buyers and sellers with their real estate related needs. Consumers are able to make showing appointments using *ShowingAssist™* while viewing properties on MoveInMichigan.com if offices have turned this feature on in Realcomp Online®. This value-added service is provided to Realcomp II Ltd. Subscribers free of charge.

16. Realcomp Mobile®... MLS in the Palm of Your Hand. Realcomp Mobile® allows MLS Subscribers to access the MLS via your hand-held Internet-enabled mobile devices (i.e. cell phones, PDAs, etc.). With this service, you can access listing details, photos, and more while on the road or away from your computer ... all through your wireless device. Perform on-market & off-market MLS property searches and searches for other agents and offices - all through the power of Realcomp Mobile®.

Realcomp *Mobile*[®] is included as a Realcomp core service and is free of charge to all Realcomp Subscribers. * Realcomp recommends that you contact your airtime carrier to either verify or make arrangements for obtaining Web services for your access plan.

17. Realcomp.com (corporate Web site) – Visit our corporate Web site for real estate-related feature stories, technical tips, statistics, late-breaking news, and more! Access support information, register for training classes, and much more on this Web site designed to give you the information you need to make your business a success!

18. Point2 Agent Websites and Listing Syndication – This service includes automated listing syndication to 30+ real estate sites on the web without any need to manually enter or update your listing data - at NO additional cost to you. It also includes a Point2 Agent (Standard) website for every Realcomp Subscriber at NO additional cost, including prospecting tools and features. Marketing tools that enable you to track and determine which web site and marketing venues provide the greatest return for your sellers & your business.

Get MORE... more listings...more sales... through our market share!

19. Cooperative Opportunities - Realcomp II Ltd. is the largest MLS in Michigan, providing services to approximately 11,000 REALTORS[®], in more than 2,100 real estate and appraiser offices across Southeastern Michigan. The cooperative opportunities you will experience through Realcomp II Ltd. MLS participation are priceless!

20. Data Sharing - Realcomp II Ltd. is dedicated to expanding the opportunities of our MLS Subscribing Members through MLS Data Sharing! Our Data Sharing Agreements are vital to the expanding role of our Brokers and Agents. In order for our Brokers and Agents to meet the needs of today's home buyers and sellers, our goal is to accommodate a wider area of communities and make as much information available as possible, free of charge. Our Data Sharing partnerships include the following Boards & Associations of REALTORS[®]: Ann Arbor Area Board of REALTORS[®], Flint Area Association of REALTORS[®], Monroe County Association of REALTORS[®], Shiawassee Association of REALTORS[®], and the West Central Association of REALTORS[®].

Note: Full access to MLS data being shared through our data sharing partnerships is available only to Realcomp II Ltd. Subscribers.

21. Realcomp II Ltd. Technology Partners - The Realcomp II Ltd. Technology Partner Program was established to fill the gap between REALTOR'S[®] technology needs and Realcomp II Ltd.'s available services. Technology Partners offer products and services to active Realcomp II Ltd. participants at their best price. Visit www.realcomp.com and click on Industry Links.

Get MORE... more listings...more sales... through our communications!

22. Realcomp II Ltd. communicates regularly with its Subscribing Brokers and Agents through:

- Weekly announcement screen updates
- Weekly e-mail broadcasts
- Weekly Web Site Updates
- Monthly e-mail newsletters
- Office Visits
- And additional channels, as needed

Get MORE... more listings...more sales... through our optional services!

23. Listing Submission (for Non-Realcomp II Ltd. Users) – Realcomp II Ltd. offers Listing Submission as a service to eligible Michigan REALTORS[®] for a fee. The Listing Submission program enables Agents to multi-list their properties with Realcomp II Ltd. for a period of 90 days. This includes making the listing accessible to Realcomp II Ltd.'s Subscribing Brokers and Agents through the MLS database. The listing can also be advertised on the Realtor.com and MoveInMichigan.com Web sites for an additional fee. This service also benefits MLS Subscribers since it provides them with access to additional listing inventory outside of Realcomp II Ltd.'s Shareholder's boundaries.

24. Virtual Tours – Through our partnerships with outside Virtual Tour providers, Realcomp II Ltd. Subscribers can order virtual tours for their listings directly from the Realcomp *Online*[®] Web-based system. These optional services are chargeable and are offered at competitive prices.

25. Internet Data Exchange (IDX) - IDX stands for Internet Data Exchange. IDX is a cooperative service offered through Realcomp II Ltd. through which participating real estate BROKERS consent to display their on-market listings on other IDX related Websites.

Realcomp makes IDX listing data available for this purpose through two (2) different options; 1) a newer IDX listing search widget available through Point2 Agent (for use on Point2 Agent websites) and 2) a data feed via FTP or RETS (coming soon).

The IDX listing search widget through Point2 Agent enables both Brokers and Agents to incorporate into their Point2 Agent websites a search that references Realcomp's IDX listing database. The search widget (called "MLS Listings" on their site) provides the following features/benefits: simple and easy-to-use search interface, display of IDX listings, display of multiple photos for listings, e-mail leads on listings directed to you, mapping, mortgage calculator, and more. This option is available at no additional cost to Realcomp members.

The data feed option enables Brokers (who publish their firm's listings in the IDX/Point2 listing database) to download raw

data from Realcomp's FTP site or RETS server (coming soon). Through custom programming efforts of the Broker (or that person's vendor), he/she is then able to display this data on the firm's website through their own custom interface. The data feed service is a chargeable service.

26. Transaction Management Service (TMS) - TMS is an online platform that contains multiple tools for managing real estate transactions and related functions, such as: Action/Activity Plans, Digital Document Management, Fax & E-mail Hub for Transaction Documents, Participant Management & Security, Communication, Notification, & Logging, Vendor Management & Service Ordering, and Transaction Searching & Reporting. Realcomp's TM product is integrated with Realcomp *Online*[®], is available at a low monthly fee, and includes the ability to process unlimited transactions.

Get MORE... more listings...more sales... through our cost effectiveness!

2010 Fee Schedule	
Office Fee	\$25.00 per month per Realcomp participating office. Billed on a quarterly basis during these months for the following quarter: March, June, September, & December.
Usage Fee	\$39.00 per quarter per licensee within a Realcomp participating office. Billed on the same quarterly basis as above.

Realcomp strives to deliver premier real estate-related products and services to its REALTOR[®] members while keeping costs as low as possible. Through the buying power of approximately 11,000 REALTOR[®] members, Realcomp has been successful in providing an unmatched array of premium offerings to its REALTOR[®] members and supporting them in their business successes.



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