



## Realcomp Delivers “More Listings & More Sales” To Realcomp Subscribers Through Products & Services, Advantages, & Exclusives!

Realcomp Delivers...	+ =Yes 0 =No	Products & Services, Advantages, & Exclusives	Benefit(s) to REALTOR® Members...
<b>A Regional MLS</b>	+	<ul style="list-style-type: none"> <li>Access to the largest single master database of listings available in SE Michigan</li> <li>More services for less money</li> </ul>	<ul style="list-style-type: none"> <li>Access to accurate, standardized, and consistent MLS data</li> <li>Through “economies of scale”, Realcomp delivers more services for less money</li> <li>Realcomp subscribers pay less today than they did 15 years ago subscribing to separate and smaller MLSs</li> </ul>
	+	<ul style="list-style-type: none"> <li>Realcomp has maintained the same MLS fees for eight (8) years in a row now – while at the same time increasing services</li> </ul>	<ul style="list-style-type: none"> <li>More money in your pocket – more services too</li> </ul>
	+	<ul style="list-style-type: none"> <li>Smart leadership includes operating the MLS as a business to ensure as much service as possible at the lowest price</li> </ul>	<ul style="list-style-type: none"> <li>Counting on MLS leadership to make smart business decisions on behalf of the members</li> </ul>
	+	<ul style="list-style-type: none"> <li>An MLS Governed by REALTORS® for REALTORS®</li> </ul>	<ul style="list-style-type: none"> <li>REALTOR® interests drive the MLS operation!</li> </ul>
<b>REALTOR® ownership through participating REALTOR® Boards &amp; Associations</b>	+	A proven ownership structure that works – owned by seven (7) Boards/Associations of REALTORS® representing the needs of REALTORS®	Continued stability and reliability with over 14 years of experience in delivering regional MLS data
<ul style="list-style-type: none"> <li># of MLS Participating Offices</li> </ul>	+	2,238	Make more sales through co-op opportunities with nearly one-half of all REALTORS® in Michigan
<ul style="list-style-type: none"> <li># of MLS Participating Agents</li> </ul>	+	12,746	
<ul style="list-style-type: none"> <li>No Entrance Fees</li> </ul>	+	No special entrance fees to subscribe	No extra costs/fees
<ul style="list-style-type: none"> <li>Usage Fee</li> </ul>	+	\$ 99.00 per quarter per licensee – billed directly to agents	Cost-effective access to the largest MLS and PRD database of its kind
<ul style="list-style-type: none"> <li>Office Fee</li> </ul>	+	\$75.00 per quarter per participating office – billed directly to brokers	Cost-effective access to the largest MLS and PRD database of its kind
<ul style="list-style-type: none"> <li>No Orientation Fees</li> </ul>	+	FREE MLS Orientation /on-going training	It’s your money...KEEP IT!
<b>MLS Data</b>	+	Largest MLS database in the state	No added cost
<ul style="list-style-type: none"> <li>Current Database (last 2 years)</li> <li>History Database (&gt; 2 yrs)</li> <li>** TOTAL LISTINGS</li> </ul>	+	568,658 1,182,234 1,750,892	List and sell anywhere in the region; instant access to the largest regional MLS database of its kind always makes you the “local expert”
<ul style="list-style-type: none"> <li>Actives</li> </ul>	+	84,144	Accurate competitive-pricing information makes you invaluable to your buyers and sellers
<ul style="list-style-type: none"> <li>Solds (current database, last 2 yrs.)</li> <li>Solds (History database, &gt;2 yrs.)</li> <li>** TOTAL SOLDS</li> </ul>	+	111,379 505,386 616,765	Quicker sales using the largest regional historical database of its kind to show buyers and sellers the right price for a “done deal”



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<ul style="list-style-type: none"> <li>Online Listing Photos</li> </ul>	+	3,267,019	Fast, broad exposure for “must see” properties
<ul style="list-style-type: none"> <li>Online Virtual Tours</li> </ul>	+	101,411	Get more prospects for your listings; save time with buyer previews
<b>Public Record Data (PRD)</b> <ul style="list-style-type: none"> <li>Access Public Record Data through Realcomp’s collection of public records or First American’s Realist® product – both available from Realcomp Online®.</li> </ul>	+	Online Public Records for Allegan, Barry, Bay, Branch, Calhoun, Clinton, Genesee, Grand Traverse <sup>1</sup> , Huron, Ingham, Jackson, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, Saginaw, Sanilac, Shiawassee, St. Clair, St. Joseph, Washtenaw & Wayne Counties (including the City of Detroit)!  <small><sup>1</sup> Grand Traverse data not yet available through Realist®.</small>	FREE* access to the largest combined Public Record Database of its kind (*included in regular MLS fees)
<ul style="list-style-type: none"> <li># of Online Land Records</li> </ul>	+	6,837,196	Fast, accurate record checks— without going to City Hall
<ul style="list-style-type: none"> <li># of Online Tax Records (for 2 yrs.)</li> </ul>	+	60,529,418	Access to City Hall information with just a mouse click
<ul style="list-style-type: none"> <li># of Property Descriptive Records</li> </ul>	+	6,706,466	No more time-consuming trips to City Hall
<ul style="list-style-type: none"> <li># of Online Deeds (for 2 yrs.)</li> </ul>	+	7,303,319	Skip the City Hall tour!
<ul style="list-style-type: none"> <li>Integration Feature</li> </ul>	+	Public Record Data and MLS properties integrated in one system.	Decreased workload with access to MLS and Public Record Data from the same system, in the same search.
<b>Customer Care Support</b>	+	Realcomp Online®, Realcomp Mobile®, Realist®, Showing Assist™, Online Forms through Transaction Desk™, Transaction Management through Transaction Desk™ Internet Explorer, IDX, and more!	Knowledgeable, trained staff to help with whatever questions or problems that might arise in any program or service Realcomp offers
<ul style="list-style-type: none"> <li>Support Hours</li> </ul>	+	Seven (7) Days per Week “Live” Support: 8am– 9pm (Mon-Fri.), 8am– 8pm (Sat.); 11am-6pm (Sun)	When <u>you</u> need us, we’re there with trained staff to help you
<ul style="list-style-type: none"> <li>Support Staff</li> </ul>	+	10 technicians	In-house tech team to respond directly to your situation
<ul style="list-style-type: none"> <li>Support via Email</li> </ul>	+	<a href="mailto:feedback@realcomp.com">feedback@realcomp.com</a>	Helpful staff trained to respond to the toughest technical questions and needs
<b>Customer Communications</b>	+	We communicate!	Realcomp MLS-related news via office visits, monthly newsletters, weekly fax broadcasts, weekly e-mails, corporate web site at <a href="http://www.realcomp.com">www.realcomp.com</a> , etc.
<b>Data Entry Service for Listings</b>	+	Realcomp continues to enter listings into the MLS system as a part of core MLS services	FREE entry of your listings lets you concentrate on all the other stuff!
<b>Data Sharing Arrangements with Neighboring Boards/Associations to give you the data access you need, without additional fees!</b>	+	<ul style="list-style-type: none"> <li>Ann Arbor—Data Sharing</li> <li>Down River—Guest Access</li> <li>Flint Association—Data Sharing</li> <li>Jackson Association—Guest Access</li> <li>Lapeer Association—Data Sharing</li> <li>Lenawee Association—Guest Access</li> <li>Monroe – Guest Access</li> </ul>	More data, no added fees; Realcomp members have access to seven (7) additional MLS databases without added subscription costs
<b>Integrated Mapping</b>	+	Realcomp Online® Integrates the MLS and Public Record Data with the “Solid Earth Mapping” module – which offers: street maps, aerial maps, flood zone maps, and more!	Maps, maps and more maps – just fingertips away!
<b>Internet Advertising (Free Lead Generation for You and Your listings)</b>	+	<a href="http://www.realtor.com">www.realtor.com</a> <a href="http://www.moveinmichigan.com">www.moveinmichigan.com</a>	FREE automatic Broker-posting of Active Listings to Web sites on a regular basis



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<b>Local Fax Numbers (for faxing listings to Realcomp)</b>	+	66 access numbers	Dial a local number for faxing your listings to Realcomp
<b>Listing Load Service</b>	+	You can enter your own listings into the MLS (with Broker approval)	FREE / OPTIONAL self-entry of listings; NOT REQUIRED
<b>Listing Submission Service</b>	+	Realcomp accepts listings from any Michigan REALTOR® participating in another MLS	State-wide listings available
<b>Online Forms</b>	+	Access Realcomp’s Online Forms free of charge through Instanet’s Transaction Desk™ software.	Access these forms online: Realcomp’s Listing Profile and Status Change forms, Michigan Association of REALTORS® forms, Local Board & Association of REALTORS® forms, and your company’s forms (if made available online by your Broker). Auto-populate these forms from Realcomp’s Public Record Database or MLS Database. Save time through less typing and give your forms that professional look!
<b>Photo Service</b>	+	1 <sup>st</sup> photo per listing free	FREE 1 <sup>st</sup> photo of your listing for MLS publication by Realcomp
<b>Quarterly Economic and Market Watch Statistical Reports for Broker Owners &amp; Managers</b>	+	Quarterly reports produced by NAR are made available from Realcomp II Ltd. to Broker Owners and Managers electronically and as an additional service. These reports include the following types of data broken down by county: labor market analyses, housing market analyses, sold data by zip codes statistics, etc.	Let us provide you with statistical data that will help you to better serve your customers and clients
<b>Realcomp Mobile®</b>	+	Access MLS data through your Internet-enabled cell phone or PDA! Gain instant access to MLS data, property photos, membership data, and more while on the road without any need for a laptop PC.	Let us provide you with instant access to vital data without the use of a bulky PC – free of charge! With Realcomp Mobile®, if you have phone coverage, you have MLS access!
<b>Showing Assist™</b>	+	An interactive online scheduling system for home showings that allows you to automate the showing management process, thereby increasing productivity and reducing costs.	Let us provide you with this state-of-the-art industry accepted Showing Management Tool free of charge!
<b>Technical Training Classes</b>	+	Technical training offerings include: Photo Editing using Google’s Picasa, Freedom with Online Forms, and Transaction Management.	Free training from skilled teachers of information and technology used by successful REALTORS®
<b>Toll Free Phone Numbers</b>	+	Support: (866) 553-3430 Administration: (866) 553-3003	Reach us toll free
<b>Transaction Management Services</b>	+	Manage your transaction from beginning to end online through Instanet’s Transaction Desk™ software – now integrated with Realcomp Online®. Use Transaction Management to manage your transactions through online task sheets, activity plans, e-mail reminders, communications, file storage and sharing, and more!	Transaction Management services are now available for a mere \$18.00 per quarter per licensee <u>for an unlimited number of transactions.</u> This service is available to all Realcomp Subscribers free of charge during the first quarter of 2008.
<b>Virtual Tours</b>	+	Starting at \$29.95/tour	Order your tours through Realcomp Online®
<b>Web Site Services</b>	+	Visit Realcomp’s Technology Partner page at <a href="http://www.realcomp.com/industrylinks/techpartners">http://www.realcomp.com/industrylinks/techpartners</a> for a list of companies that provide Web site services and others.	