



**ENTERPRISE EDITION**

**Premium upgrades help monetize your online real estate classifieds!**

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**EXPONENTIALLY GROW ONLINE REAL ESTATE CLASSIFIED REVENUE THROUGH PREMIUM ADVERTISING UPSSELLS AND OPPORTUNITIES**

Adicio Real Estate offers multiple opportunities to increase your online revenue. Premium advertising opportunities exist through Featured Properties, Spotlight (targeted) ads, and Open House listings.

Use the local MLS database and create further upsell opportunities by offering full listing capability to agents via IDX feed upgrades. Or, offer sellers the alternative of enhancing their listings with our Ad Enhancement options. With Adicio's specialized Agent and Broker features, such as Preferred Agent and Marketing Profiles, you can help your Agents and Brokers increase their visibility. In addition, Web Accounts and Basic Listings are available as optional means for advertisers to enhance their listings online. All of these upgrades are available for a variety of property types, including rentals.

Featured Properties is a run-of-site upgrade which may be used to drive more traffic to your real estate section. This generates the maximum exposure your advertisers need for their property listings by allowing their advertisements to appear on multiple pages of your website - a great option for highlighting unique properties. Using Spotlight Ads enables your advertisers to position their advertisements at the top of the search results pages. Featured and Spotlight listings generally receive six to ten times more responses than standard listings.

Are Open House listings important to your advertisers? Adicio offers an Open House feature to help advertisers drive interested parties to their listed property. Give your advertisers the opportunity to promote their Open House listings as run-of-site ads to maximize exposure.

You can also upsell the ability to enhance property descriptions, making them stand out by using bolding, different font colors, highlighting and icons. (These can be sold separately or bundled depending on your market.) The Preferred Agent/Broker feature is available to advertisers that want additional exposure. The associated Marketing profiles help them promote their businesses, reinforce their brand and attract more customers. With Adicio's Marketing Profiles, advertisers make their contact information, links, logos, & photographs all searchable online.

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