



## ADICIO *REAL ESTATE*

### **Real Revenue.**

Adicio Real Estate helps you maximize print and online classified real estate revenue by expanding your reach and visibility. You can sell print upsells online, offer featured, spotlight or open house upsells, or market directly to print advertisers and allow them to enhance their ads online. Other revenue opportunities include automated data aggregation services, so advertisers of all sizes can select and upgrade their listings quickly and easily, or turn your local MLS database into an upsell opportunity by offering full listing capability to agents via IDX feed upsells. You can also market directly to brokers or agents using Adicio's IDX feed processor, or create basic listings and allow Adicio's automated processing to market directly to listing agents to upgrade their ads online. Additional online revenue is available through products designed specifically for agents, such as the preferred agent and agent directory options.

### **Listing Upsells**

- Featured Properties
- Spotlight Ads
- Open House
- Highlighting
- And Many More...

### **Agent Upsells**

- Preferred Agents
- Agent Directory
- Toll Free Numbers
- Marketing Profiles
- And Many More...

## THE ADICIO ADVANTAGE

Adicio Real Estate provides a customizable, comprehensive, integrated online real estate classified software solution that can support all real estate classifications including: New Home Development; MLS only Searching; Resale Homes; FSBO's (For Sale by Owner); Lots and Land; Senior Communities; Vacation Homes; as well as Rental and Commercial classifications. Choose from a variety of comprehensive tools to maximize your online revenue potential now.

### **Increase Revenues**

Adicio Real Estate offers a variety of ways to exponentially grow both print and online real estate classifieds revenue through premium advertising opportunities and upsells.

### **Customize your Real Estate Site**

Extend your brand and marketing strategy online and stand out from your competition by easily customizing your real estate site(s) with Adicio.

### **Attract & Retain More Advertisers, Agents, Brokers, FSBO's, Landlords, and Property Managers**

Robust advertiser tools simplify the listing process and offer convenient reporting for tracking listing responses and leads.

### **Exceptional Search**

Consumers can locate their dream property quickly and easily with our quick search, or extend their search criteria and use our comprehensive searching and mapping capabilities to target properties.

### **Maximize Reach & Exposure**

Our targeted banner ads enable advertisers, agents and brokers to deliver specific ads to consumers based on their property search criteria or activity on your real estate site(s).

### **Extensive Property Features**

Consumers can use a photo slider and slideshow tools to view property photos in detail and easily view Open House information without ever leaving the property details.

### **Quick Start**

No software to install and configure. Our easy-to-use interface and intuitive navigation facilitates startup so you can generate revenue quickly and easily.

### **Instant ROI**

Empower your staff to monitor accounts & analyze results with our site management and reporting tools, such as products sales reports and response reports.



backed by experience,  
domain expertise and  
**innovation**



## TOOLS FOR ADVERTISERS

The Adicio Real Estate platform can be configured to support any combination of standalone or integrated classifications for rentals, commercial and residential home sales.

Advertisers benefit from a robust set of tools, including My Listings for ad management, premium advertising, integrated e-commerce tools for increased revenue generation, marketing profiles and directories, and reporting tools.

“My Listings” enables advertisers to sign in and manage their listings online. Aggregated listings from MLS feeds and wraps can be managed directly by the advertiser, allowing the advertiser to select which listing to upsell to featured, spotlight or open house. Uploading the listings directly into the ad manager simplifies the ad-posting process and reduces the amount of time the advertiser will have to spend managing the listings, thereby providing more time for enhancing and tracking leads. Advertisers can also reduce expenditures by purchasing packages of real estate listings at special bundled rates, and determine ROI by analyzing views and responses.

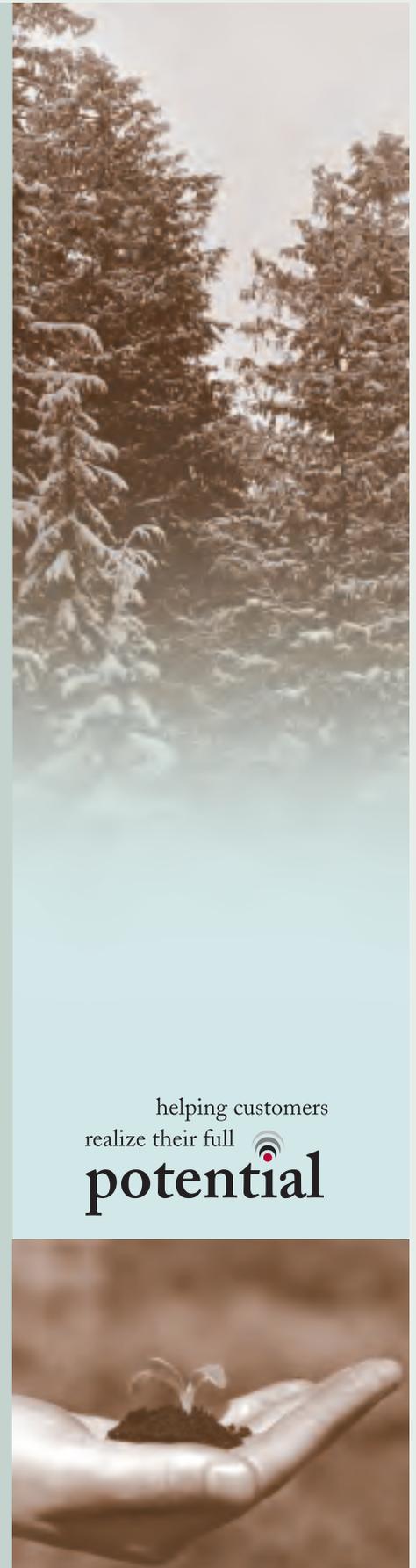
Premium advertising opportunities exist for Featured Properties, Spotlight (targeted ads) and Open House listings. Other ad enhancements are also available, such as bolding, font color, highlighting, and an icon. Open House and Featured Ads can be purchased as a run-of-site ad to drive more traffic to your site. Spotlight ads appear in the search results with premium placement, targeting the active seekers' specific needs.



Adicio helps increase advertising revenues by giving advertisers the integrated e-commerce tools they need to implement a self-service credit card system, along with additional security measures to help prevent credit card fraud. Advertisers are able to quickly and conveniently purchase advertising products and upsells with no intervention from you. Using “Print to Click” Web Accounts, advertisers can automatically publish their print ads online. They can also enhance the quality of their listings by adding photos and other fielded data not frequently available from a print ad feed. Basic listing advertisers can create an account and purchase the ability to enhance their ads online, taking the “Print to Click” upsell out of the phone room and making it self-service.

Marketing profiles and directories are available as additional upsells so agents and brokers can promote their businesses, reinforce their brand and attract more customers. By creating a marketing profile, agents and brokers can detail their contact information and provide a link to their real estate listings. Or, they can submit their information, including a logo and photograph, to the Agent Directory so their information is searchable online. Preferred agents appear by default on the search form and in the Member Center and link directly into the Marketing Profile page of the advertiser.

Advertisers benefit from extensive management and reporting tools. This includes the ability to create and manage their accounts and ads and perform tasks such as editing, deleting, copying, renewing, upgrading, deactivating and reactivating existing listings. Advertisers can also monitor accounts and analyze results with our web-based reports, such as products sales and response reports, or detail statistics such as traffic and leads.



helping customers  
realize their full  
**potential**

## TOOLS FOR CONSUMERS

Using a site powered by Adicio Real Estate makes it simple to find a property! The Adicio Real Estate platform supports search by map and mapped results as well as brief and summary results. You define the default view and the consumer can change the view to suit their own needs. Our exceptional tools, such as comprehensive searching capabilities, Member Center and detailed property listings, enable consumers to quickly and easily locate their dream home.

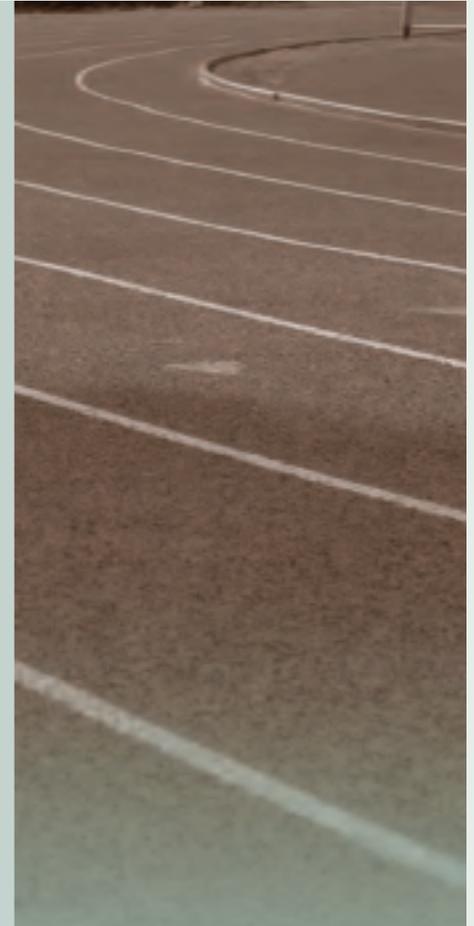
Adicio Real Estate is flexible enough to allow you to target specific consumer markets, such as rental only, commercial only, new home development only or any other classification that is unique to your local marketplace. For example, if you have a strong rental or vacation community, you can easily create quick search forms and links that will drive consumers straight to the listings that meet their needs. This provides a powerful combination of usability and practicality for consumers and advertisers.

Our comprehensive search also enables consumers to create alerts or search by: keyword; location with radius; price; bedrooms; bathrooms; property type; open house events; auctions; and square footage. After running a search, the consumer can save the search to run again at any time on the site, or set it up to automatically send them an alert when a matching property is found. In addition, the tech-savvy consumer can set up RSS alerts to send them notifications when new matching listings enter the database.



The Member Center, our centralized account management application, gives consumers access to account tools and Quick Search so they can easily manage and organize their property search process.

Search results consist of detailed property descriptions which can include a photo slider tool to view photos of each property, or a slideshow that walks you through each property, virtual tours, audio tours, and seller information with a link to view all listings for each specific agent or broker. Consumers can get all the details they need on a particular property and even map the location of the property (if available) to narrow search results to a specific area or region.



connecting the largest  
buying and selling  
**communities**



## TOOLS FOR SITE ADMINISTRATORS



Adicio Real Estate makes it easy to manage your site by lowering the barrier for advertisers to do business with you. Available tools include data aggregation and integration, a comprehensive site management application, and value-added email marketing services for better client targeting.

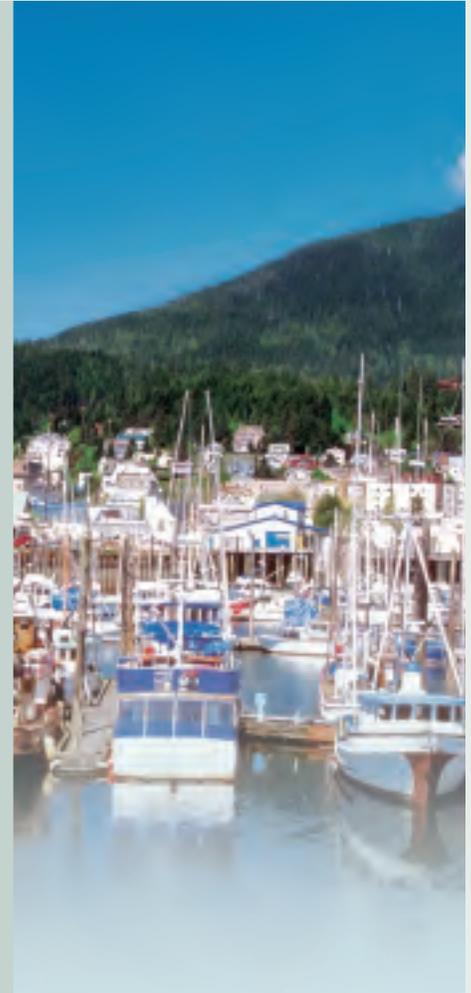


Our data aggregation and integration tools allow you to conveniently replicate property listings from client sites to your own (wraps), integrate data from various sources into one database, and ensure accuracy with Adicio's sophisticated feed-parsing technology that automatically converts complex content into fielded data so it is searchable.

You can integrate your print and online classifieds with 'Print to Click' Web Accounts and increase revenues through the sale of a print and online ad posting bundle, or an upsold online listing. Or, if the phone room is focused on other upsells, you can promote basic listings to your print advertisers automatically through the Adicio Basic Listing Service, alerting the print advertiser that their listing is now online and can be upgraded to an enhanced listing for maximum reach. The combination of 'Print to Click' Web Accounts and Basic Listings feeds enables you to direct market to a larger percentage of your advertising base and increase your online revenues. In addition, advertisers can use reverse publishing to run their online listings in print as well, increasing the visibility of their listings and capturing more revenue for your print products.

Our SiteManager application allows you to quickly and easily create and update account details, preferences and marketing profiles for agents and brokers. You can conveniently edit, upgrade, renew, preview, copy, delete, activate, or reactivate listings at any time. You can also assess the effectiveness of your advertising campaigns with detailed reports that allow for benchmarking and tracking of activities including data aggregation, site usage, traffic, advertiser responses, product sales and lead generation. Using tools designed specifically for site administrators, you can control your site's settings and look and feel to further customize your interface.

Adicio Real Estate supports value-added email marketing services to promote agents, brokers or services to your consumers. Consumers can easily forward ads to friends via email, increasing your site's visibility and reach. And you can customize emails sent through the system by including your site branding and banner ad links.



extensive tools proven for  
its highest performance &  
**reliability**



## ➔ CUSTOMIZABLE TO YOUR SITE AND LOCAL MARKETPLACE

The Adicio Real Estate platform provides a completely customizable, scalable, stable solution for your online real estate classified search needs. Property types, Regions and Communities, Quick Search Forms, Colors and Styles are just a few of the platform customizations that are built in as configuration switches. You can have custom regions and communities with your own unique labels for your searchable fields and you can define how your site should look.

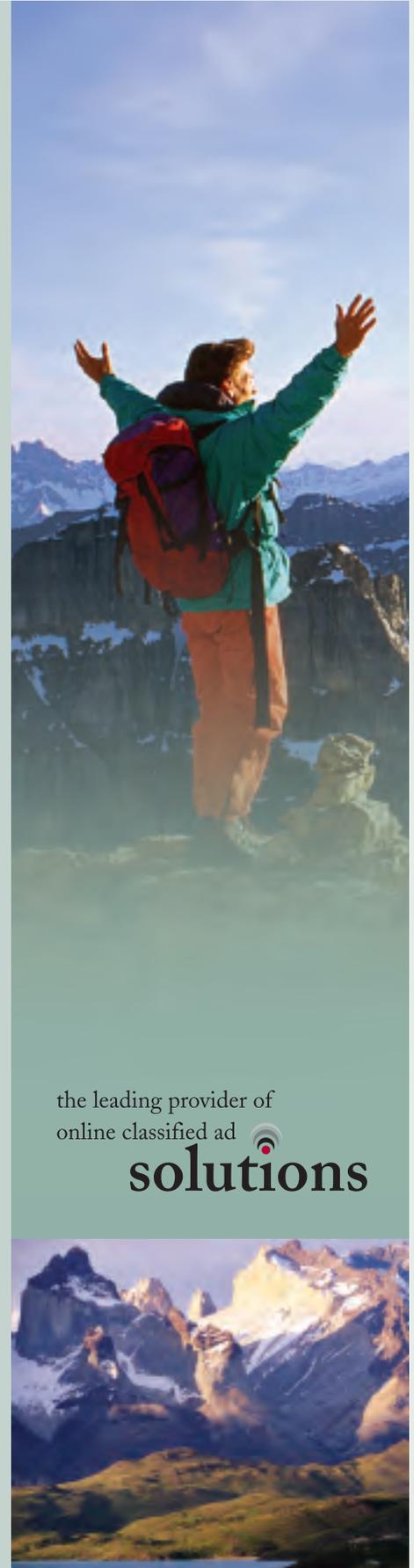


System generated emails, such as the Print Brochure and Basic Listings notifications, are customizable as well so you can include your branding. You also have the option to offer targeted banner advertising for clients that want to target consumers based on their specific search criteria.

You know your market best, and we know your industry and how to provide exceptional search technology for classified ads. We build the framework and you define how it should work on your site for your advertisers and consumers. You can create products and packages with durations and prices that fit your market or use our standard solutions, such as the Adicio Powered Media Kit to get up and running instantly.

## ➔ ABOUT ADICIO

Adicio is the industry's leading provider of web-based, private-label classified advertising software for the careers, motors, and real estate verticals, serving local, niche, national, and international markets. With more than 250 satisfied clients, Adicio is the vendor of choice among top newspaper, magazine, trade association, broadcast and other media companies. With its award-winning technology and enterprise-class software platforms, domain expertise and top-notch customer service, Adicio delivers a private-label application that is seamlessly integrated within online classified advertising offerings, enabling organizations to build and manage the largest, most valuable, and highest-quality communities of buyers and sellers.



the leading provider of  
online classified ad  
**solutions**