



Presented by: Linda Doane



2FindYourHome.com

- WNY's most comprehensive real estate website
- Up to date listing from over 2,800 realtors in the area
- 87% of potential home buyers use the internet to search for a home, while 30% use a home book or magazine – 2008
National Association of Realtors
- First time advertising opportunities are being offered on the MLS listing pages in WNY
- Capture a loyal user while they search for a home, rental property or commercial space
- Reach passive and active house hunters

Realtors bring people home.



2FindYourHome.com Users

Demographics of people who plan to buy a home in WNY in the next 12 months*

- 78.9% women
- 88.2% 18 – 64
- 66.3% married
- 27.3 % single
- 80.6% employed
- 54.2% homeowner
- 34.3% rent

* Scarborough Research 10/08 – 09/09

- Over 90% of all visitors to the site are local – [Google analytics](#)

Finding your home has never been easier.



2Findyourhome.com Statistics

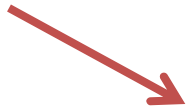
Monthly Traffic

<u>March 2011</u>	
Users	169,480
Page views	4.3 million
Average pages per visit	26

* Per Google Analytics

Find it, tour it, own it.

728x90 Leader Board



ADVERTISING RATES:

\$8 / CPM online only

\$5 / CPM with print

- All ads are sold on a CPM basis
- Ads are Run of Site including all search results pages
- Ads can be geo-targeted by zip code

← 300x250 pixel image

The screenshot displays the homepage of '2 Find Your Home', a real estate website for Western New York. The main navigation bar includes links for Property Search, Open Houses, Commercial, Find a REALTOR®, Related Services, and 2FindYourApartment. A search bar is located on the right. The central area features a 'start your property search' section with filters for Property Type, Town/Ship/County, Minimum/Maximum Price, and Min/Max Bedrooms/Bathrooms. To the right, there are several promotional banners: 'THIS WEEK'S HOTTEST PROPERTIES' sponsored by AAA Insurance, 'What's My Home Really Worth?', and 'View All Area Open Houses'. Below these are featured properties in Lancaster, Alden, Cheektowaga, and Kenmore. A 'Featured Builder' section highlights 'Orchard Park' with contact information. The 'featured REALTORS®' section lists agents like Kathy McManigle and Christina Gould. At the bottom, there are more advertisements for 'R&R Funding' and 'Robitaille Real Estate'.

ADVERTISING RATES:

\$1 / CPM online

- All ads are sold on a CPM basis
- Ads are Run of Site including all search results pages
- Ads fall in positions 4 and/or 5 "below the fold"

← 300x250 pixel image

Advertising Opportunities:



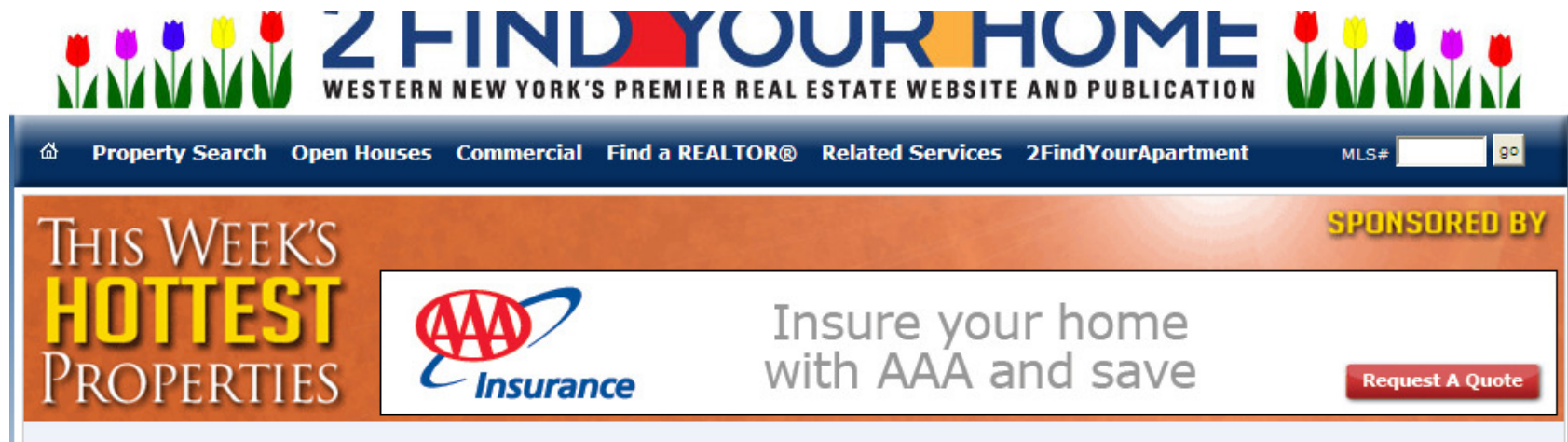
THIS WEEK'S HOTTEST PROPERTIES includes:

- Listing online on the Hottest Properties page that links to property details page and/or existing webpage.
 - Property also featured in print on the Hottest Properties page.
 - One week
 - 20 total listings per week.
- \$50/week**

The image displays a grid of 20 identical property listings. Each listing is for a house at 200 Mockingbird Lane, Farm Real Estate ERA, with 5 beds, 3 baths, and a price of \$487,900. The listings are arranged in a 4x5 grid. The header for the grid reads 'THIS WEEK'S HOTTEST PROPERTIES' and 'SPONSORED BY KITCHEN WORLD'.

THIS WEEK'S HOTTEST PROPERTIES				
SPONSORED BY KITCHEN WORLD				
WILLIAMSVILLE	WILLIAMSVILLE	WILLIAMSVILLE	WILLIAMSVILLE	WILLIAMSVILLE
200 Mockingbird Lane	200 Mockingbird Lane	200 Mockingbird Lane	200 Mockingbird Lane	200 Mockingbird Lane
Farm Real Estate ERA	Farm Real Estate ERA	Farm Real Estate ERA	Farm Real Estate ERA	Farm Real Estate ERA
5 Beds, 3 Baths	5 Beds, 3 Baths	5 Beds, 3 Baths	5 Beds, 3 Baths	5 Beds, 3 Baths
\$487,900	\$487,900	\$487,900	\$487,900	\$487,900
Equal Lstg	Equal Lstg	Equal Lstg	Equal Lstg	Equal Lstg
716-300-0800	716-300-0800	716-300-0800	716-300-0800	716-300-0800
WILLIAMSVILLE	WILLIAMSVILLE	WILLIAMSVILLE	WILLIAMSVILLE	WILLIAMSVILLE
200 Mockingbird Lane	200 Mockingbird Lane	200 Mockingbird Lane	200 Mockingbird Lane	200 Mockingbird Lane
Farm Real Estate ERA	Farm Real Estate ERA	Farm Real Estate ERA	Farm Real Estate ERA	Farm Real Estate ERA
5 Beds, 3 Baths	5 Beds, 3 Baths	5 Beds, 3 Baths	5 Beds, 3 Baths	5 Beds, 3 Baths
\$487,900	\$487,900	\$487,900	\$487,900	\$487,900
Equal Lstg	Equal Lstg	Equal Lstg	Equal Lstg	Equal Lstg
716-300-0800	716-300-0800	716-300-0800	716-300-0800	716-300-0800
WILLIAMSVILLE	WILLIAMSVILLE	WILLIAMSVILLE	WILLIAMSVILLE	WILLIAMSVILLE
200 Mockingbird Lane	200 Mockingbird Lane	200 Mockingbird Lane	200 Mockingbird Lane	200 Mockingbird Lane
Farm Real Estate ERA	Farm Real Estate ERA	Farm Real Estate ERA	Farm Real Estate ERA	Farm Real Estate ERA
5 Beds, 3 Baths	5 Beds, 3 Baths	5 Beds, 3 Baths	5 Beds, 3 Baths	5 Beds, 3 Baths
\$487,900	\$487,900	\$487,900	\$487,900	\$487,900
Equal Lstg	Equal Lstg	Equal Lstg	Equal Lstg	Equal Lstg
716-300-0800	716-300-0800	716-300-0800	716-300-0800	716-300-0800
WILLIAMSVILLE	WILLIAMSVILLE	WILLIAMSVILLE	WILLIAMSVILLE	WILLIAMSVILLE
200 Mockingbird Lane	200 Mockingbird Lane	200 Mockingbird Lane	200 Mockingbird Lane	200 Mockingbird Lane
Farm Real Estate ERA	Farm Real Estate ERA	Farm Real Estate ERA	Farm Real Estate ERA	Farm Real Estate ERA
5 Beds, 3 Baths	5 Beds, 3 Baths	5 Beds, 3 Baths	5 Beds, 3 Baths	5 Beds, 3 Baths
\$487,900	\$487,900	\$487,900	\$487,900	\$487,900
Equal Lstg	Equal Lstg	Equal Lstg	Equal Lstg	Equal Lstg
716-300-0800	716-300-0800	716-300-0800	716-300-0800	716-300-0800
WILLIAMSVILLE	WILLIAMSVILLE	WILLIAMSVILLE	WILLIAMSVILLE	WILLIAMSVILLE
200 Mockingbird Lane	200 Mockingbird Lane	200 Mockingbird Lane	200 Mockingbird Lane	200 Mockingbird Lane
Farm Real Estate ERA	Farm Real Estate ERA	Farm Real Estate ERA	Farm Real Estate ERA	Farm Real Estate ERA
5 Beds, 3 Baths	5 Beds, 3 Baths	5 Beds, 3 Baths	5 Beds, 3 Baths	5 Beds, 3 Baths
\$487,900	\$487,900	\$487,900	\$487,900	\$487,900
Equal Lstg	Equal Lstg	Equal Lstg	Equal Lstg	Equal Lstg
716-300-0800	716-300-0800	716-300-0800	716-300-0800	716-300-0800

EXCLUSIVE SPONSORSHIP OF THIS WEEK'S HOTTEST PROPERTIES.



The image shows a screenshot of the 2FindYourHome website header. At the top, there is a navigation bar with links for Property Search, Open Houses, Commercial, Find a REALTOR®, Related Services, and 2FindYourApartment. To the right of the navigation bar is an MLS# search field with a go button. Below the navigation bar is a large banner for "THIS WEEK'S HOTTEST PROPERTIES". The banner is sponsored by AAA Insurance, with the text "Insure your home with AAA and save" and a "Request A Quote" button. The banner also features the 2FindYourHome logo and the text "WESTERN NEW YORK'S PREMIER REAL ESTATE WEBSITE AND PUBLICATION".

SPONSORSHIP INCLUDES:

- Header online on the Hottest Properties page that links to existing webpage.
- Also appears within the print header on the Hottest Properties page each week.

\$1,250/month (\$15,000/yr.)



EXCLUSIVE SPONSORSHIP OF THIS WEEK'S OPEN HOUSES

2 FIND YOUR HOME
WESTERN NEW YORK'S PREMIER REAL ESTATE WEBSITE AND PUBLICATION

Property Search Open Houses Commercial Find a REALTOR® Related Services 2FindYourApartment MLS# go

SOLD
Open House Search

Show open houses only

Property Type: Single Family Home
Township/County: Erie County
Minimum Price: No Minimum
Maximum Price: No Maximum
Min Bedrooms: Min Beds
Min Bathrooms: Min Baths

Search -> [advanced search]

REALTORS® bring people home!

AAA Insurance

Insure your home with AAA and save

Request A Quote

Featured Open House
Sun April 03 (1-4 pm)

Lancaster - \$ 173,500
Candace Koch - Hunt Real Estate ERA

[details]

SPONSORSHIP INCLUDES:

- Online banner ad on the Open House search page that links to existing webpage.
- Also appears within the print portion of the Open House section in 2FindYourHome.

\$1,250/month (\$15,000/yr.)



FREE, TAKE ONE!

2 FIND YOUR HOME

WESTERN NEW YORK'S PREMIER REAL ESTATE WEBSITE & PRINT PUBLICATION

THE ONLY SOURCE FOR ALL OPEN HOUSES, EVERY DAY OF THE WEEK. OVER 400 OPEN HOUSE LISTINGS THIS WEEK

PREMIER PROPERTIES OF THE WEEK • APRIL 1, 2011

 CENTURY 21 WINKLOFER 74 TWYLA, TONAWANDA \$138,900 B381966	 METRO HOROHÖE LEIMBACH 6 CHESTNUT HILL LANE, AMHERST \$179,900 B380534	 REALTYUSA 126 CHATHAM AVENUE, BUFFALO \$279,900 B381426	 HUNT REAL ESTATE ERA 5135 ROCKLEDGE DRIVE, CLARENCE \$1,199,900 B376556
 RE/MAX NORTH 16 HEMLOCK, LANCASTER \$267,500 B378188	 TUCKER HOMES 43 CHESTNUT CORNER, LANCASTER \$399,900 B353437	 HUNT REAL ESTATE ERA 81 CLARK COURT, ELMA \$369,900 B381748	 FORBES CAPRETTO 39 WOODTHRUSH TRAIL, ORCHARD PARK \$569,900 PH#491-4217
 MJ PETERSON REAL ESTATE 42 SOUTH PRINCE DRIVE, CHEEKTOWAGA \$129,900 B379351	 REALTYUSA 56 BROCKETT, TONAWANDA \$169,900 B381593	 ESSEX HOMES 4429 RICHWOOD ACRES, HAMBURG \$276,900 PH#667-7533	 COLDWELL BANKER AUBREY LEONARD 142 COURT STEET, LANCASTER \$219,500 B375820

2 Find Your Home in Print:

- Full Color print piece
- Distributed on Friday at Over 350 area locations
- All area Open Houses will be featured in the center section of the piece
- Minimum of 25,000 pieces distributed (increases with season)
- guaranteed pick up rate of 80% ~ distribution will be increased with demand

▶ INSIDE:

NEIGHBORHOOD HAPPENINGS

Check out what's happening around your neighborhood. **Page 2**

THIS WEEK'S HOTTEST PROPERTIES

The HOTTEST homes in the MLS this week. Wait until you see these deals! **Page 3**

GET A JUMP ON YOUR SPRING PLANTING

Starting your seedlings early is a great way to get a head start on your spring and summer blossoms. **Page 34**



2FINDYOURHOME.COM FOR THE MOST UP-TO-DATE LISTINGS & PROPERTY INFORMATION
YOUR LEADING SOURCE, BROUGHT TO YOU BY WESTERN NEW YORK'S REALTORS®.

FREE, TAKE ONE!

2 FIND YOUR HOME

WESTERN NEW YORK'S PREMIER REAL ESTATE WEBSITE & PRINT PUBLICATION

THE ONLY SOURCE FOR ALL OPEN HOUSES, EVERY DAY OF THE WEEK. OVER 400 OPEN HOUSE LISTINGS THIS WEEK
PREMIER PROPERTIES OF THE WEEK • APRIL 1, 2011

 CENTURY 21 WINKHOFFER 74 TWYLA, TONAWANDA \$139,900 B301966	 METRO HOROHDE LEIMBACH 6 CHESTNUT HILL LANE, AMHERST \$179,900 B300524	 REALTYUSA 128 CHATHAM AVENUE, BUFFALO \$279,900 B301426	 HUNT REAL ESTATE ERA 5135 ROCKLEDGE DRIVE, CLARENCE \$1,199,900 B379556
 RE/MAX NORTH 10 HEMLOCK, LANCASTER \$257,500 B378186	 TUCKER HOMES 43 CHESTNUT CORNER, LANCASTER \$399,900 B353437	 HUNT REAL ESTATE ERA 81 CLARK COURT, ELMA \$369,900 B381748	 FORBES CAPRETTO 39 WOODTHROUGH TRAIL, ORCHARD PARK \$559,900 PH#481-4217
 MJ PETERSON REAL ESTATE 42 SOUTH PRINCE DRIVE, CHEEKTOWAGA \$129,900 B378951	 REALTYUSA 56 BROCKETT, TONAWANDA \$169,900 B381593	 ESSEX HOMES 4428 RICHWOOD ACRES, HAMBURG \$278,900 PH#667-7533	 COLDWELL BANKER AUBREY LEONARD 142 COURT STREET, LANCASTER \$219,500 B375820

ADVERTISING RATES :

Full Page – 10"x10"	\$500
Half Page Vertical – 4.75"x10"	\$300
Half Page Horizontal 10"x4.75"	\$300
Strip Ad Vertical – 2.0156" x 10"	\$250
Horizontal – 10" x 2.0156"	\$250
Quarter Page – 4.95" x 4.75"	\$200
1/8 th page vertical 2.35" x 4.75"	\$150
1/8 th page horizontal 4.75 x 2.35	\$150
Highlight Size – 2.4275" x 2.35"	\$100

▶ INSIDE:

NEIGHBORHOOD HAPPENINGS

Check out what's happening around your neighborhood. **Page 2**

THIS WEEK'S HOTTEST PROPERTIES

The HOTTEST homes in the MLS this week. Wait until you see these deals! **Page 3**

GET A JUMP ON YOUR SPRING PLANTING

Starting your seedlings early is a great way to get a head start on your spring and summer blossoms. **Page 34**



2FINDYOURHOME.COM FOR THE MOST UP-TO-DATE LISTINGS & PROPERTY INFORMATION
YOUR LEADING SOURCE, BROUGHT TO YOU BY WESTERN NEW YORK'S REALTORS®.