

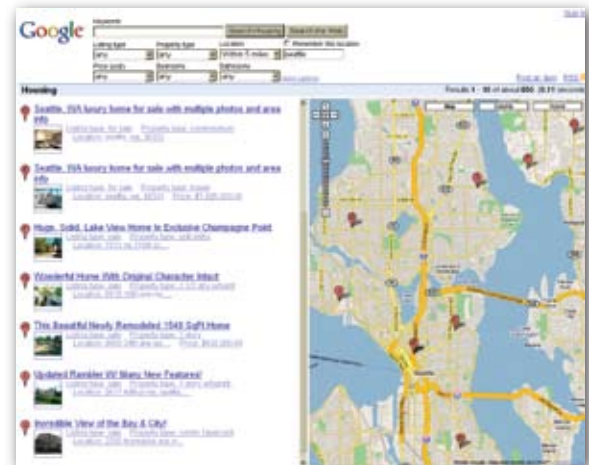
With 77 percent of consumers using the internet to begin their real estate process, it would only seem natural for the leaders in real estate and the leading online search engine to team up. Windermere and Google are collaborating to increase the exposure for Windermere listings by making them accessible through a Google search.

How does it work?

- Your home is officially listed with Windermere.
- Windermere provides information about your property to Google's database.
- If your home matches a user's search criteria, it's included in the Google search results.
- Users click for more information, and they are sent directly to your listing on the Windermere site.

More exposure for your home

The goal of this effort is to expose your home to Google's millions of users and drive them to *Windermere.com* where we treat them to a content-rich experience. Buyers can utilize our PropertyPoint™ interactive map search featuring Google Maps™ and view detailed information and photos of your property. These features have made the Windermere Web site the top-rated real estate brokerage site in the West.



Our shared commitment to you

Windermere and Google share a commitment to delivering the most relevant and complete information available to consumers. We feel this association offers our clients the best opportunity to maximize the growing potential of the real estate online space.

List with me and I'll put the strength of this collaborative effort to work for you.