

What Product(s) Should You Market Listings With?



PRODUCT	NUMBER OF LISTINGS ENHANCED	FEATURES	PRICE & COMMITMENT	PERFORMANCE TRACKING
Premier Gold	10 featured listings.	<ul style="list-style-type: none"> Places listings higher in search results than the listings of agents who do not own the product. Adds the agent's personal photo or logo, phone number and lead capture form to their listings. Allows the agent to advertise a "Special Offer" discount on their listings. 	<ul style="list-style-type: none"> \$100/month. No minimum commitment. 	Partial. All leads regarding the agent's listings received through the site can be attributed to this product. Search result page views and listing detail page views are provided, but not all can be attributed to this product. CRM tools track performance.
Premier Platinum	25 featured listings.	<ul style="list-style-type: none"> All of the "Premier Gold" features (see above). 	<ul style="list-style-type: none"> Price varies per month depending on ZIP code. 	Full. Can track ad views and clicks.
Agent & Lender Co-Marketing	Cost share.	<ul style="list-style-type: none"> Allows the agent to share up to 50 percent of their Zillow expenses with one lender or up to 90 percent of their expenses with up to five lenders. 	<ul style="list-style-type: none"> Varies; month-to-month. 	N/A



PRODUCT	NUMBER OF LISTINGS ENHANCED	FEATURES	PRICE & COMMITMENT	PERFORMANCE TRACKING
Trulia Pro	Varies by price.	<ul style="list-style-type: none"> Removes recommended buyer's agents from the listing(s) and replaces them with the listing agent's name, photo or logo, phone number and lead capture form. Enhances the listing(s) in search results by placing them higher and adding a contact link with the agent's phone number. Misc. lead-related enhancements. 	<ul style="list-style-type: none"> One listing: \$29.99/month. Three listings: \$49.99/month. 10 listings: \$79.99/month. 10+ listings: case-by-case pricing. Six-month or one-year commitments, paid monthly or pre-paid for the full period. Three, 10 and custom listing packages: discounts offered from time to time. 10 percent discount with pre-paying. 	Partial. All leads regarding listings received through Trulia can be attributed to this product. Search result page views and listing detail page views are provided, but not all can be attributed to this product.
Local Ads + Mobile Ads	One specific listing or all listings on rotation.	<ul style="list-style-type: none"> Promotes the listing(s) in an ad that appears in the purchased ZIP code on other listings that are not enhanced with Trulia Pro. Can be used to promote the agent instead. 	<ul style="list-style-type: none"> Varies by ZIP code and how often the ad is set to appear. Factors that affect the price include the amount of traffic; leads available in the market; and demand for local and mobile ads that are in that ZIP code. Six-month or 12-month pre-paid monthly installments. 	Partial. Ad views and clicks are provided. Leads resulting from the ad are not broken out.



PRODUCT	NUMBER OF LISTINGS ENHANCED	FEATURES	PRICE & COMMITMENT	PERFORMANCE TRACKING
Showcase	All.	<ul style="list-style-type: none"> Branding and photo appears with listings, next to a toll-free number. 	<ul style="list-style-type: none"> Varies; may be included for agents in packages negotiated by their brokerage. 	All leads received can be attributed to this product. Search result page views and listing detail page views are provided.
Feature Homes	Up to eight listings at a time in the purchased ZIP code.	<ul style="list-style-type: none"> Features two of the agent's listings within a pair of four property boxes located above and below the search results for that ZIP code. 	<ul style="list-style-type: none"> Varies; prices start as low as \$11/month in major markets by ZIP code. 	Basic. Impressions are provided but not clicks.