

Internet Strategy

As previously discussed, over 90% of buyers start their search online. Below you'll find a list of the websites that will list your property in their search engine. The top 5 are listed in order of popularity, according to EBizMBA.com in February 2014. **For Zillow, Trulia and Realtor.com, Janet Cramb and Company has a premier membership** so that the listing features in more prominence compared to its competitors. This service brings the listing to the first page of search results, adds the listing to the "featured properties", and allows more pictures and virtual tours. It also shows Janet and her contact information with the listing so when people call or email, they deal directly with her.



#1. 36,000,000 visitors per month



#2. 23,000,000 visitors per month



#4. 18,000,000 visitors per month



#6. 5,000,000 visitors per month



#11. 1,300,000 visitors per month



BANKER & TRADESMAN



The New York Times
Real Estate
nytimes.com/realestate

The Boston
Courant

DISTINCTIVE HOMES



THE
Real Estate Book
EXTEND YOUR SEARCH AT REALESTATEBOOK.COM



boston.com AND *telegram.com*



MASSACHUSETTS ASSOCIATION of REALTORS®



SUBURBAN REAL ESTATE NEWS.COM



