



Yahoo! Real Estate is your connection to online home buyers.

Yahoo! Real Estate delivers agents the most qualified prospective buyers.

- *Finding enough leads is hard work.* In September 2008, we had more visitors than Realtor.com.¹ Not only do we have the largest audience, but we deliver the leads you want. A recent study² concluded that we delivered the most qualified leads to broker listings.
- *Identifying good leads is even harder.* Our users are actively engaged in the home-buying and selling process. They search frequently for homes, and many have not selected an agent.
- *Every marketing dollar matters.* Inclusion into the Yahoo! Real Estate listings program is free, easy to join, and generates a large volume of qualified leads for participants.

We can put you in front of a large and highly engaged audience.

Yahoo! Real Estate:

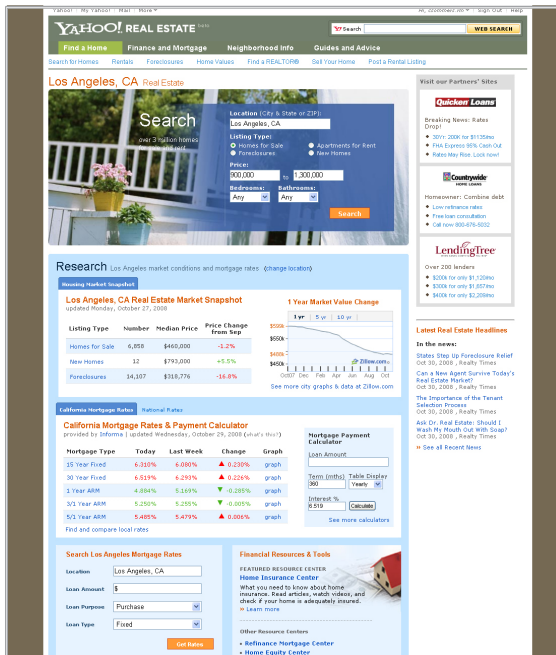
- Is the #1 single real estate site on the Internet, according to comScore Media Metrix September 2008.
- Averages over 5 million unique visitors per month.¹
- Has grown over 22% in the past year!

Our site visitors are:

- Twice as likely as internet users to purchase a new residence in next 6 months.¹
- Twice as likely to have sold or changed their primary residence in last 6 months.¹
- Almost four times as likely to have applied for second home mortgage online in last 6 months.¹

Yahoo! Real Estate connects consumers to their new home.

- *Finding a home is time consuming.* Consumers view the process as “a part time job.” We provide users with one of the most comprehensive sets of listings in all markets, across the US. Our simple, easy-to-use search experience provides access to almost four million listings, including resale homes, new homes, foreclosures, and rentals.
- *Buying a home is complex.* The home-buying process requires extensive research. We showcase expert guides and advice, neighborhood, and school information. Financial calculators, home value estimates, comparables and other tools help meet users’ financial needs.



Yahoo! Real Estate home page



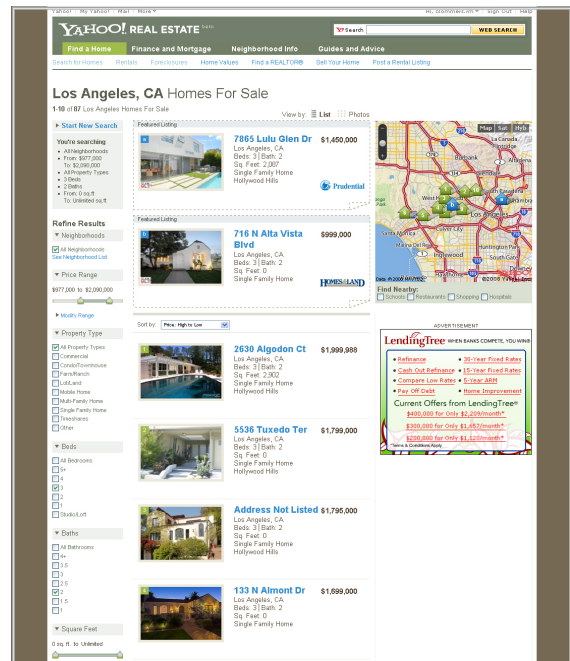
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We now accept listings directly from brokers and engage users with redesigned search results and property detail pages.

- Yahoo! Real Estate launched our new online property listings program in the end of 2007, allowing franchisors and brokers nationwide to post their complete set of home listings on the site for free.
- We recently introduced a beta version of a new listing search experience that features improved listings navigation, larger property photos and a richer visual experience that will further engage consumers and drive more leads to broker listings.

Our new Featured Listings program drives even more qualified leads to listing agents.

- Featured listings appear at the top of the property search results, showcasing relevant, sponsored results.
- Premium positions ensure listings are noticed first by Yahoo! users, leading to greater exposure and ultimately more leads.



Search results page with featured listings

Brokers interested in distributing listings to Yahoo! Real Estate or to learn more about the Featured Listings Program – please e-mail us at realestatebd@yahoo-inc.com

1. comScore Media Metrix, September 2008
2. "Listing Distribution Case Study: NNRMLS, conducted by The WAV Group, published by Threewise Corporation

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