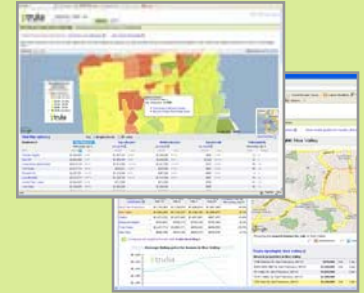


## Trulia Summary to Real Estate Friendly Search

Trulia.com is a real estate search engine that points interested consumers to the property pages of the real estate expert most knowledgeable about a property—the listing broker or agent!

### Benefits of promoting your listings on Trulia.com:

1. **More pathways & quality traffic** to your online doorstep:  
Nearly 3M monthly visits to real estate professional Web sites
2. **Cost-efficient advertising** where consumers first search for homes – links to property pages are FREE + Featured and Branded Listings increase your online traffic, location & visibility
3. **Win more listings + strengthen client relationships**—use Trulia to promote properties and engage customers in home search
4. **Free syndicated online content and reports** for your Web site



### More great reasons to work with Trulia:

- **Join your peers:** Most of the TOP 100 Brokers in the U.S. are already using Trulia.
- **Trulia in the media:** *CNN, Time, The New York Times, Wall Street Journal, CBS MarketWatch* and more!
- **Always innovating:** *Business Week* 2006 Winner, “Best of Web, Real Estate”: *Business 2.0* “NextNet 25”; Inman Innovator Award 2006 Winner, “Most Innovative Web Service”
- **SEO/SEM for our partners:** Top Google page ranking with 1,300,000 Trulia property pages indexed on Google; often in top Yahoo! search results for qualified neighborhood / street searches
- **We educate and excite consumers when they begin their search:** Trulia technology informs and qualifies consumers – and informed consumers make the best customers!

### Trulia Resource Guide

#### *Like to know more about Trulia?*

- **FAQs:** [http://www.trulia.com/industry\\_fa/](http://www.trulia.com/industry_fa/)
- **Broker partner testimonials:** <http://www.trulia.com/testimonials/>

#### *How to get involved with Trulia:*

- **Get your listings on Trulia:** Confirm with your broker that your property listings are indexed on Trulia. Click here for instructions: <http://www.trulia.com/brokers/>
- **Advertise or upgrade your listings on Trulia:** <http://www.trulia.com/advertisers/>
- **Correct a listings error:** For prompt attention, go to the property detail page on Trulia.com, click on “something wrong with this listing?” and complete the requested information

#### *Marketing & Educational Resources:*

- **The Changing Agent Value Proposition:** <http://www.truliablog.com/?p=60>
- **Industry Research & Special Reports:** <http://www.trulia.com/truth>
- **Free tools to enhance your Web Site:** <http://www.trulia.com/tools/>