

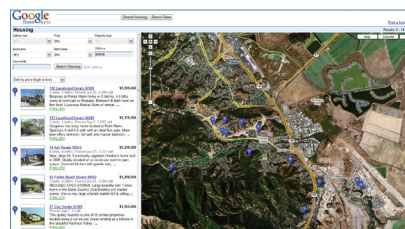
# Google Base, Trulia & RELO Home Search

## Three compelling websites give you an online edge.

Google is the most used search engine for researching real estate information. At Frank Howard Allen, we post all properties on Google Base, Trulia and RELO Home Search, in addition to hundreds of sites powered by MLS and print media, giving our listings higher positioning on Google and across the web.

### Google Base

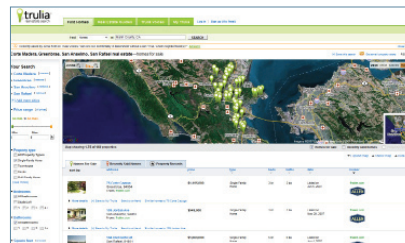
<http://base.google.com>



- ▶ A searchable database
- ▶ Allows users to refine search criteria and see results on Google Maps
- ▶ Frank Howard Allen is an early adopter of Google Base and one of the first independent brokerages in the North Bay to take advantage of the new tool

### Trulia

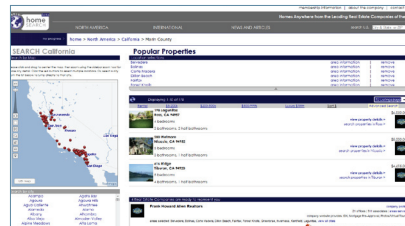
[www.trulia.com](http://www.trulia.com)



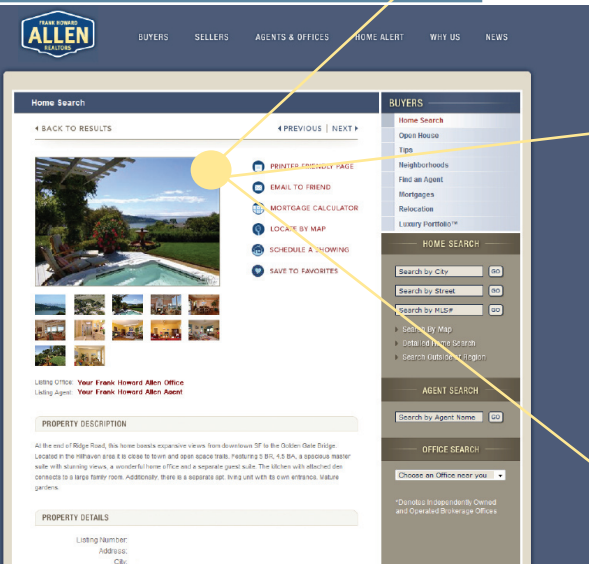
- ▶ Trulia is the fastest-growing U.S. real estate website with approximately 5 million monthly user visits
- ▶ Trulia is the third greatest referral source for all fhallen.com web traffic (behind direct traffic and Google)
- ▶ Trulia users are active, engaged homebuyers, 72% of whom plan to buy a home in the next year; 53% in the next 6 months

### RELO Home Search

[www.relohomesearch.com](http://www.relohomesearch.com)



- ▶ RELOHomeSearch.com is an exclusive service of *Leading Real Estate Companies of the World*<sup>®</sup>
- ▶ Linked to more than 700 broker websites throughout the US, as well as many international sites
- ▶ A community research tool that allows users to find information about cities, neighborhoods, zip code areas, etc.



[fhallen.com](http://fhallen.com)