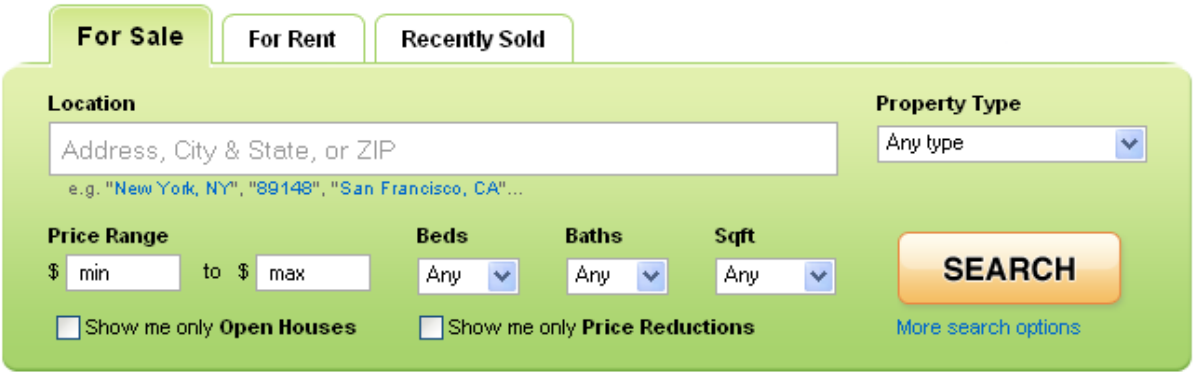
# Robbie Bunting
# uses Trulia to sell your home




## What is Trulia?

- The **fastest growing** real estate search site
- Offers **the best user experience** for the home search process
- The site with more than **18.3 million unique visitors** each month
- **National coverage from media** including:

BusinessWeek
CNNMoney.com
The New York Times
THE WALL STREET JOURNAL.
REUTERS
CNBC
TODAY

- The site to **reach homebuyers using mobile phones**!

Available on the iPhone App Store

## Trulia users are…

- **Unique to Trulia**
  **75%** of Trulia's buyers and sellers are **NOT** on Realtor or Zillow (comScore Sept 2010)
- **Planning a transaction**
  **72%** Plan to list or sell within the next 12 months
- **Looking for guidance**
  **70%** Don't yet have an agent
- **Prequalified for a mortgage**
  **42%** are prequalified for a mortgage
- **Affluent consumers**
  **42%** have a household income of more than 100K
- **Ready willing and able**
  **43%** The largest % of first time Homebuyers on any real estate Site! According to Comscore.

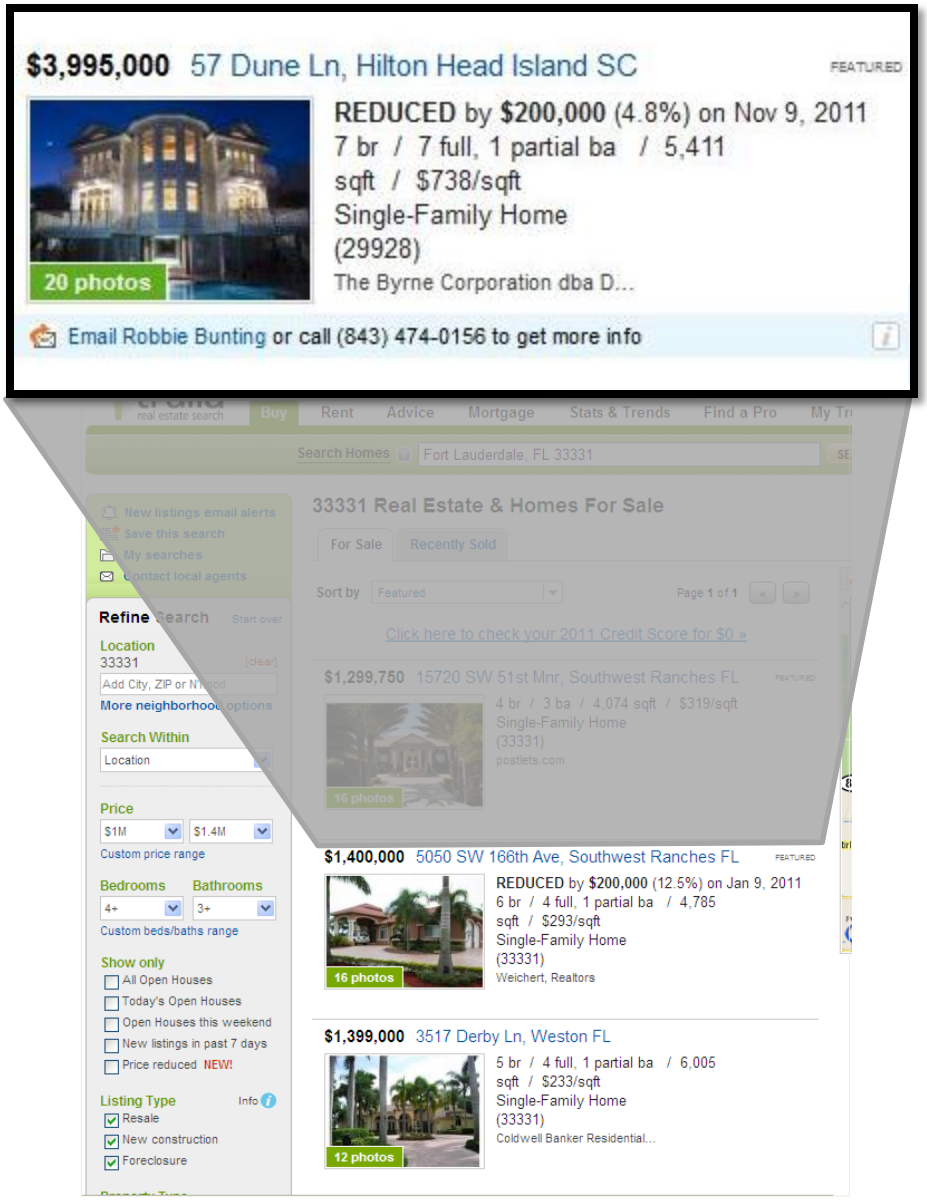
trulia

# Robbie Bunting
# uses Trulia PRO to sell more homes

## How can Trulia Pro help sell your home?

Trulia Pro ensures that your home rises to the top of Trulia's search results! Your home will receive **7X** the views and an optimized landing page increases inquiries by **7X!**

- Your home featured at the top of relevant search results.
- 7X more views and buyer inquiries
- Distribution with national partners, including:




CNNMoney.com
A Service of CNN, Fortune & Money

The Washington Post

AMERICANTOWNS

Kiplinger

U.S.News & WORLD REPORT

FOX BUSINESS

trulia real estate search

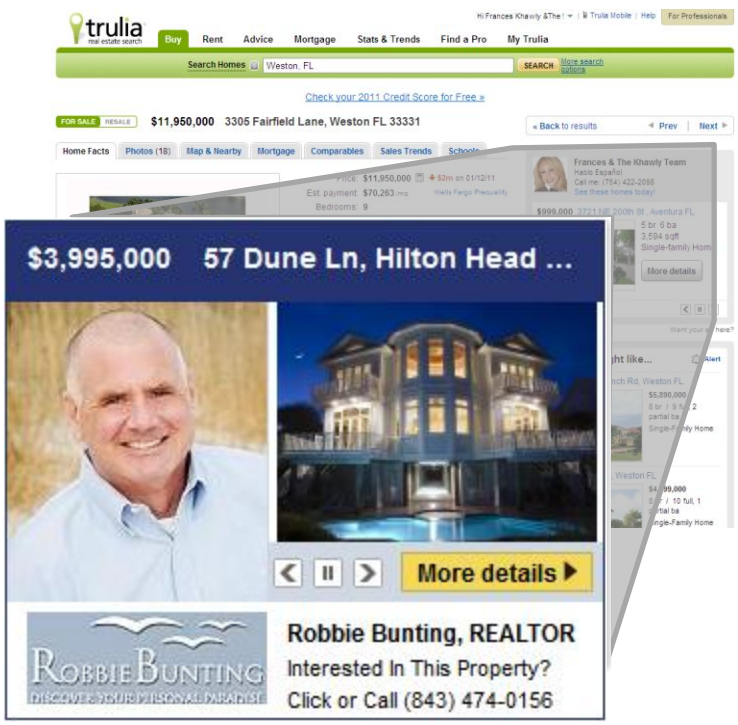
# Robbie Bunting
# uses Trulia Local Ads to sell more homes

## How do Truila Local Ads help you sell your home?

Local Ads introduce a new way for your home to grab attention online. Your home receives **guaranteed exposure** every time buyers search for properties in your local area.

**Robbie has secured placement within the following market on Trulia**:

Hilton Head Island, SC - 29926




## Why should your home be on Trulia?

More than 18.3 million active buyers and sellers search Trulia for real estate every month.

**72%** will purchase or list this year *

**42%** prequalified for mortgage *

**42%** $100K+ income *

* Source: Trulia Internal Data
** Source: Comscore, August 2009

**This means that your home will appear in high quality, eye-catching LIVE ads, targeted to consumers shopping for homes directly in your area!**

trulia real estate search