



We put classified revenue on the map.

Real Estate Programs

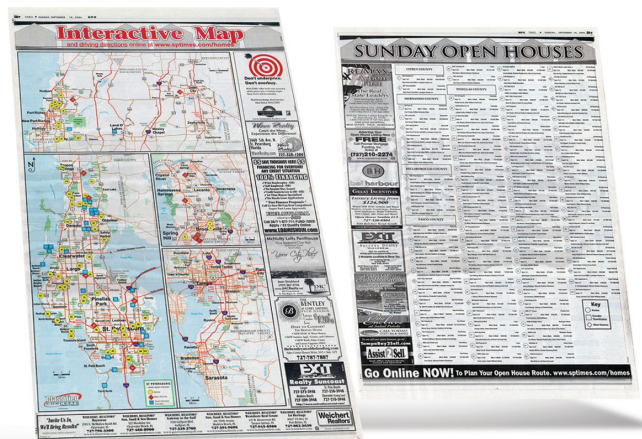
Mobile, Online and Print

Competition in the Real Estate market is an ongoing challenge. Local realtors, property managers and landlords look to your paper to keep current with the newest marketing trends. House-hunters depend on you to provide them with relevant, local information. Classified Concepts' suite of products is designed to create new revenue for all of your local Real Estate categories:

- Homes for Sale
- Open Houses
- New Builds
- Rentals

Put your advertisers on the map with a selection of custom branded **Mobile Apps, Online Locators, and Print Maps & Directories.** Use them as standalones, or combine them all to reach every reader in your market. Add a **Texting** program for maximum impact.

Deliver results to your advertisers, and be THE local source for everything Real Estate.





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Mobile Apps For Real Estate



We don't need to tell you it's time to expand your offerings to the growing mobile market. That's the reason you're here, right? So, let's jump right in.

Classified Concepts realizes that not one app fits all when it comes to differences between newspaper markets across the country. So, we've developed a few options, each feature-packed to hook your mobile audience, and loaded with premium advertising opportunities to offer your advertisers.

Plus we've done the heavy lifting for you, making adding a Mobile App to your current offerings quicker and so much more affordable than doing it yourself.

ALL OF OUR APPS

- Are Custom branded with your newspaper's logo, this is your app, after all.
- Offer premium advertising space on each page giving exposure to select advertisers, and creating additional revenue opportunity for your paper.
- Can be updated daily or weekly.
- Come with a complementary Online Locator for your classified web pages at no extra charge.

Use as a standalone or offer an additional mobile component to your existing Print and Online locator programs from Classified Concepts.

Toll Free: 866.955.6277

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Real Estate Apps How Do They Work?

So, how *DO* they work?

First, readers download your app for FREE. Then, with the tap of their fingers they can browse your paper's local listings using the following features:

- **Search for homes via GPS, or by typing in an address.**
- **Search by price, bedrooms, bathrooms, property type, and amenities.**
- **Browse search results by list or by map view.**
- **View detailed property descriptions, photo galleries, seller contact info, MLS number, and links to realtor's website.**
- **Save their favorite listings.**
- **Save their searches and receive alerts when new listings hit the market.**
- **Share via Twitter, Facebook, LinkedIn, email, etc.**
- **Contact sellers directly with one touch call, one touch email.**

With any of the Real Estate Apps from Classified Concepts your paper can deliver the growing mobile audience to your advertisers' doorsteps...literally!

What's the difference?

THE HOME SEARCH (NATIVE) APP

Home Search is the definitive, one-stop option for all of your Real Estate listings. As a native app, it not only looks great, but feels great to the end-user, with a sleek design and intuitive functionality that pits your locally branded app up against your nationally branded competitors.

This premium app pulls together all of your Real Estate listings, including Homes for Sale, New Builds, and Rentals, all in one place, with stand-out features for Open Houses. You get both native iOS and native Android versions, designed to ensure the best user experience, which means better reviews for your paper and higher adoption rates. As native apps, your custom branded products will be hosted in the iTunes and Play Stores and will benefit from the marketing power of these two brands.

This app requires that your paper have its own developer license, which we will happily guide you through obtaining.

THE OPEN HOUSE (WEB) APP

The original HTML5 app from Classified Concepts. Preview all Open House listings on a map or list view, search, view driving directions, save, share, and receive simple alerts. As a web app, it is quick to market and does not require a developer license. By the same token, it will not be available in the iTunes Store and features between iOS and Android platforms may differ depending on device.

THE RENTAL (WEB) APP

Similar in nature to the Open House App, the Rental App features all of your rental listings, with the addition of search by amenities. As a web app, it does not require a developer license, but will not be available in the iTunes Store. Again, user-experience may differ slightly between iOS and Android devices.



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Real Estate App Product Comparison

Feature	Home Search	Open House App	Rental App
Custom branded with newspaper logo	x	x	x
Premium ad space	x	x	x
iOS native	x	na	na
Android native	x	x	x
Web app for multi-platforms (iOS/HTML5)		x	x
Available on iTunes	x	na	na
Available in Android Play Store	x	x	x
Online Locator included	x	x	x
Apple & Android Developer license required	x	na	na
Daily updates available	x	x	x

Search

Properties for Sale	x	na	na
Open Houses	x	x	na
New Builds	x	na	na
Rentals	x	na	x
By location (via GPS)	x	na	na
By address submitted	x	na	na
By Price	x	x	x
By number of Bedrooms	x	x	x
By number of bathrooms	x	x	x
By property type	x	x	x
By amenities	x	na	x
Save Search Preferences	x	x	x

Details

Property descriptions	x	x	x
Photo gallery	x	x	x
Advertiser contact info	x	x	x
One touch call	x	x	x
One touch email	x	x	x
Advertiser website	x	x	x

Other

List view	x	x	x
Map view	x	x	x
Save to Favorites	x	x	x
Multi-stop Driving Directions	x	x	x
Alerts	x	x	x
Share	x	x	x