



ADVERTISING AND PROMOTIONAL VEHICLES

1. Mid-Hudson Multiple Listing System

For consumer and agent use. It is linked to our interactive website and the most popular national real estate websites. There are 300+/- brokers belonging to this system, and all potential buyers have access to these sites. When listed in this MLS, your property information and photos will be picked up by over 60+ real estate related internet sites through an online syndication process that is updated hourly.

2. Columbia/Greene and Northern Dutchess Multiple Listing System

Now an online internet service, this system is used by the 300+/- Dutchess and Columbia/Greene county brokers and agents. Through this listing service your property listing is syndicated to over 60+ real estate websites. Excellent coverage.

3. Ulster County Multiple Listing System

Available to all consumers and agents, this MLS exposes your property to agents and consumers on the other side of the Hudson River. This MLS sends your listing to over 60+ websites, keeping consumers up to date on the latest listings/pricing.

4. NorthernDutchessRealty.com

Especially designed to be customer-friendly! Features your own web page with exterior and interior photos and property description. We have received praise and realized much success from this popular interactive real estate site. We're linked to every search engine and have a direct link on many sites including the most popular: Zillow and Trulia.com. **NorthernDutchessRealty.com** is also linked to social networking on Facebook and Twitter!

5. Real Estate and the Internet

In addition to the above, your property will be featured on: REALTOR.COM, ZILLOW.COM, TRULIA.COM, HOMES.COM, CYBERHOMES.COM, GOOGLEREALESTATE.COM, YAHOO REALESTATE.COM, AOL REALESTATE.COM. These are effective websites for the potential real estate buyer. Over 85% of potential buyers look to the internet as their source for real estate information. Northern Dutchess Realty constantly updates all these sites and adds new sites to the mix as they become viable. Ask your agent for the latest comprehensive list of websites that we use.

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NorthernDutchessRealty.com

6423 Montgomery St., Suite 5 • Rhinebeck, New York 12572 • 845-876-8588 • Fax 845-876-0248



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6. Dutchess and Columbia County Homebuyers Real Estate Magazine

Published monthly and distributed in both counties and New York City, this magazine is a mainstay for potential buyers...A very effective publication. Our permanent position is a color ad spread on pages 6 & 7. Up front and very visible!

7. NewYorkTimes.com

This has replaced the newspaper as the source for readers/buyers who used to search the classified section under Hudson Valley Homes. While the paper reaches 1,644,800 potential second homebuyers, the website is more effective, reaching worldwide to billions of people.

8. House Magazine

Advertising in every issue. Now a quarterly publication.

9. Open House for Brokers

Within the first 10 days the property is on the market.

10. Promotional Flyers/Color Brochures/Postcards

Sent to all brokers to remind them of your property. Prominent window display and in-office display for your 2-page color listing.

11. Use of FOR SALE sign

Placed where it gets the greatest exposure. Use of a handsome NDR sign-in folder with your color listing included.

12. Always open to new ideas and media vehicles!

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