

HBA Builder Website Listings

OVERVIEW

You want to be where home shoppers shop for new homes. The Home Builders Association of Northern Kentucky is a trusted resource for thousands of home shoppers every month specifically looking for builders in Northern Kentucky. Now, **you can list your homes and communities right on the HBA website FREE.** It means the highest quality leads, traffic to your website, and physical traffic into your communities. When you list your properties on the HBA website, you gain valuable exposure to home shoppers using the HBA's website. Not only that, but you can easily expand your reach to include NewHomesource.com, AOL Real Estate, Yahoo! Real Estate, Trulia, Zillow, Homegain, Frontdoor and more than two dozen additional sites.

HIGHLIGHTS

- FREE 6 Month Listing on the HBANKY Private Label Website www.newhomesource.com/hbanky *
- One-time implementation fee is **FREE** (\$99 value)
- Optional access to a network of leading Internet home shopping portals with a reach of more than 17 million home shoppers* at HBA member pricing
- Exclusive discounts banner advertising programs, renderings, video, and other digital assets.

BENEFITS

- **Comprehensive listings** include images, floor plans, community information, and mapping all for one low monthly fee
- **Automated eBrochure** responses to sales leads sent every 15 minutes
- **Easy-to-use search tools** enable consumers to narrow results based on home size, amenities, school districts, and more
- **Automated data collection** available at no additional charge to keep builder data fresh

OPTIONAL ACCESS TO NEWHOMESOURCE BENEFITS

- **Flat rate pricing per community (Very Affordable!)**
- **Top search engine results and pay-per-click marketing results** from leading search portals:

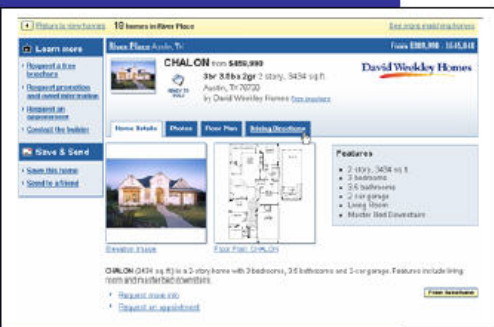
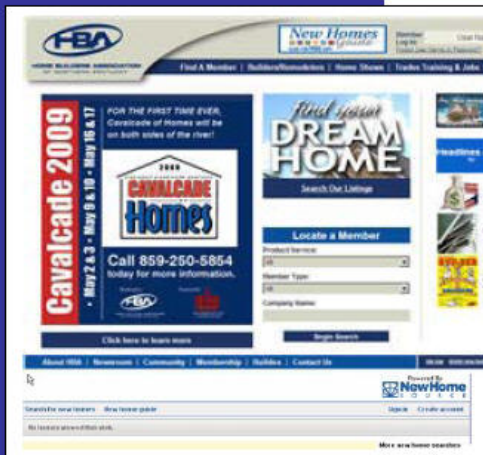


- **Quality traffic** from major real estate partners, including:



* Listing fee is \$25.00 per month beginning 10/01/2009

www.NewHomeSource.com



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