

## Better Results - Average Days on Market



**56**

average days on market. MIBOR 1/1/2009 - 4/30/2010

EasyStreet Realty, Inc.

Indianapolis

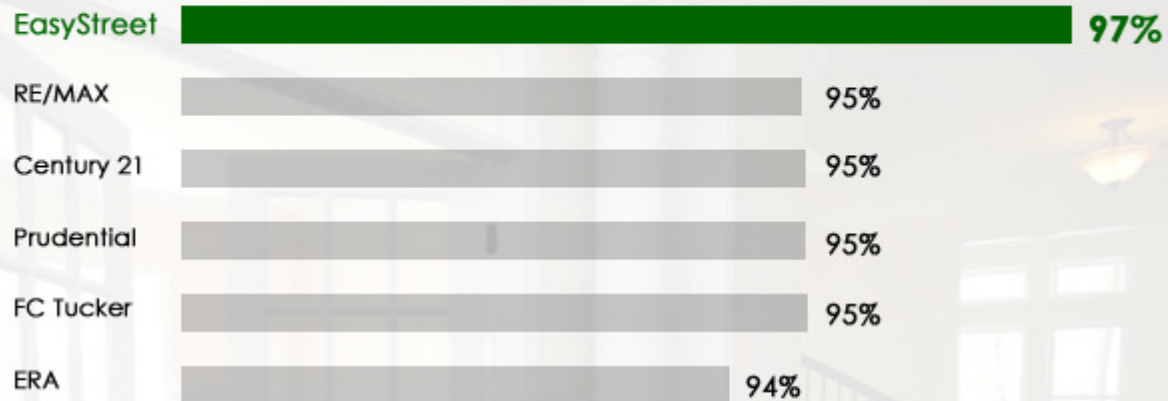
Las Vegas

Tampa

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## Better Results - % of List Price to Sales Price



**97%** average list price to final sales price. MIBOR 1/1/2009 - 4/30/2010

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**2000** year EasyStreet was founded

**10,000+** total Central Indiana transactions

**1000+** monthly buyer leads generated

**#1** of all major Central Indiana real estate companies for lowest average days on market (since 01/09)

**12,000+** total unique monthly visitors to EasyStreet's Indianapolis website

**3rd** largest independent real estate brokerage in Central Indiana

**#1** of all major Central Indiana real estate companies for highest list price to sales price ratio (since 01/09)

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# 40+

Our team of listing agents are full-time real estate professionals, putting in the hours needed to make sure our clients get the service they have come to expect.

Rest assured, you will be partnering with a real estate professional when you list your home with EasyStreet.

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Think about it.

How did you find EasyStreet?

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, green, red) with a trademark symbol.

Fishers, Indiana Homes for Sale

Google Search

I'm Feeling Lucky

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Probably the same way  
over **12,000** others do each month.

Google

Fishers, Indiana Homes for Sale

Search

[Advanced Search](#)

Web [Show options...](#)

Results 1 - 10 of about 1,090,000 for Fishers, Indiana Homes for Sale

[Fishers, Indiana Homes](#)

[www.EasyStreetRealty-Indy.com](http://www.EasyStreetRealty-Indy.com)

Search 10,000+ Fishers, IN Homes. View Photos, Maps, & MLS Data Now.

Sponsored Links

[Fishers Houses for Sale](#)

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

Receive Free e-mail Listings Daily! Registration Required.

[Fishers, Indiana Homes](#)

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

Complete Listings for 12,000+ Homes Large Photos, Maps, Prices & More!

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## EasyStreetRealty.com vs. others



# Google Analytics

analytics based on 10/01/2009 - 3/31/2010

	<u>ESR.com</u>	<u>Other Real Estate Brokerages</u>	<u>Difference</u>
Visits	141,175	25,275	+458 %
Pageviews	1,668,847	115,152	+1,349 %
Pages / Visit	11.82	4.56	+159 %
Time on Site	6:56	3:27	+101 %

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## It's All About Exposure



If the brokerage you hire is not equipped to give your home maximum exposure to buyers, then they are not equipped to sell your home.

That is why EasyStreet's entire marketing program is based on giving its clients' homes maximum exposure through:

- our online dominance of search engines
- promoting your home on over 400 real estate websites
- promoting your home to over 5000 local real estate agents (with buyers)
- our in-house marketing department with services ranging from design to e-marketing
- our exclusive database of over 10,000 EasyStreet clients

**400+**

is the number of websites your home will be featured on.

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In addition to the EXPOSURE  
your home will receive on  
easystreetrealty.com, your  
home can be found on:

[AOL.com/realestate](http://AOL.com/realestate)

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

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

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

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

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

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

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

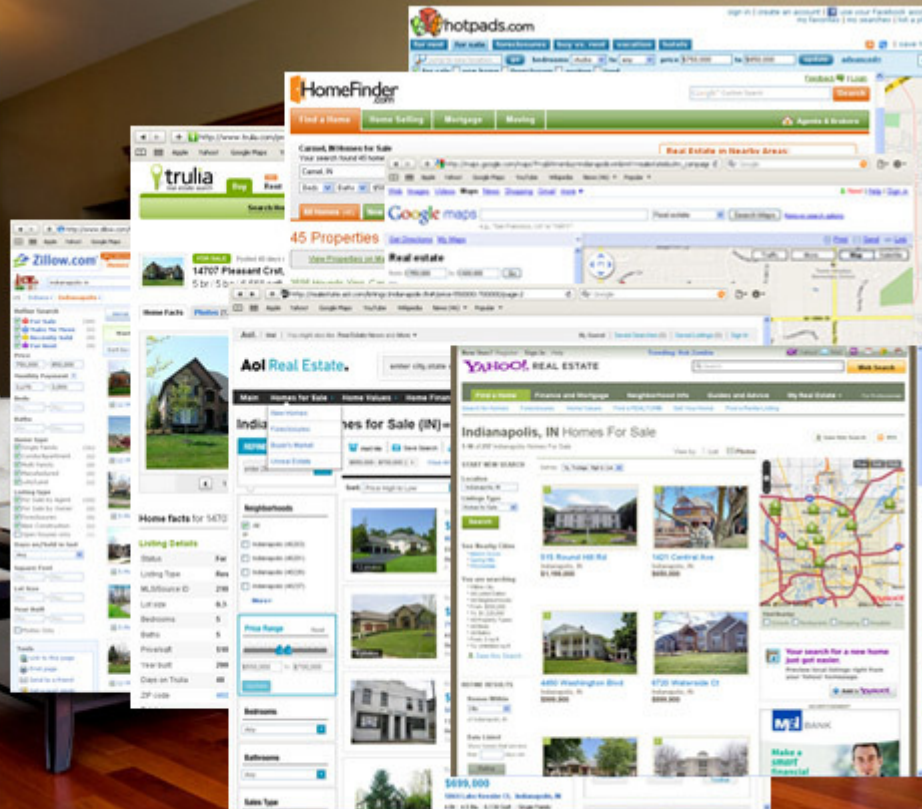
[REALTOR.com](http://REALTOR.com)

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

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

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

PLUS, Over **400** more



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Call Now (877) 993-3279

When you list your home with EasyStreet your home will always be "featured" in the top positions of the search results. This ensures buyers won't have to click through multiple pages of search results to find your home.

Welcome VIP safas@esr.com

Connect

(877) 993-3279

Get instant information about any home on this site.

**H**



**FEATURED**

**VIEW DETAILS**

# Photos Available: 12  
**Price Reduced By \$10,000**


**FISHERS**

Price: \$238,500  
Price / Sq Foot: \$87  
Bedrooms: 3  
Full Baths: 3  
Sq. Feet: 2740  
Levels: 2  
Basement: HO  
Garage Spots: 2  
Year Built: 2002

- Request An Appointment
- Add Property to Favorites
- Request More Information
- Click to Call Agent

Get Access to More Details

**A**



**VIEW DETAILS**

# Photos Available: 12

**Fishers**

Price: \$225,000  
Price / Sq Foot: \$88  
Bedrooms: 4  
Full Baths: 3  
Sq. Feet: 2559  
Levels: 2  
Basement: HO  
Garage Spots: 3  
Year Built: 1991

- Request A...
- Add Property
- Request More I...
- Click to Call Agent

**H**



**VIEW DETAILS**

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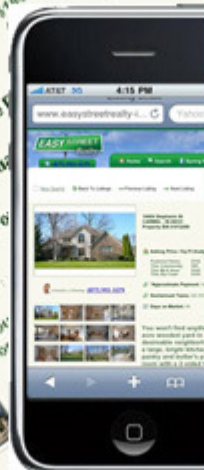
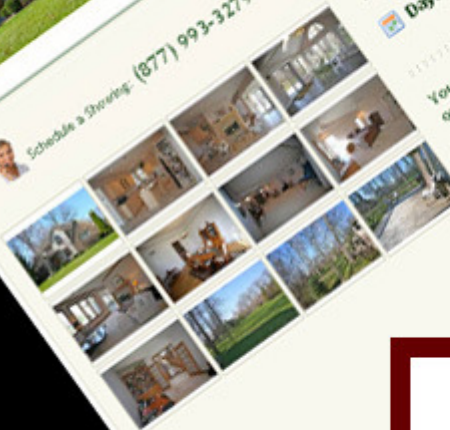
Charlotte

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# EXPOSURE



Schedule a Showing: (877) 993-3279



**EASYSTREET**  
Realty

Tuesday, April 27, 2010  
Your home search found 1 properties.

Hi Shannon,

This is a brand new home that just hit the market. I will give you a call and we can discuss when you would like to view it.

Best Regards,  
Chris Kuleshan  
EASYStreet Realty, Inc.  
(Drex) 317-298-4320  
(Mobile) 317-790-2471  
[chris@easystreetrealty.com](mailto:chris@easystreetrealty.com)

**Carmel**  
14454 Stephanie St  
Property Type: Single Family  
Bedrooms: 4  
Full Baths: 5  
Sq. Feet: 4399  
Levels: 2  
Garage Spots: 3  
Year Built: 1993

**\$450,000**  
Asking Price/Sq Ft Analysis  
Featured Home: \$102  
The Community: \$95  
This M.S. Area: \$100  
This Zip Code: \$103  
**Price reduced \$495,000, \$45K reduction to date \$15,000.**

[VIEW PROPERTY DETAILS](#)

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Company Headquarters:  
1000 Henderson Rd., Suite 100  
Indianapolis, IN 46240, USA

Consent to a First-Time Buyer  
Program. Information. [Learn More](#)

**10,000** targeted property announcements  
are emailed to our client database of buyers  
each day

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At the end of the day, it's all about:

# EXPOSURE



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