



WE MARKET
YOUR HOME
TO THE
WORLD

THE APR ONLINE MARKETING STRATEGY

APR takes a diverse approach to gaining online exposure for our properties. In addition to allowing potential buyers anywhere in the world to view your listing, our online marketing capabilities give us the tools to monitor activity and track interest in your property.

The Bay Area remains one of the world’s most sought-after regions to live in, and when looking to sell, it is vital that your home be marketed online to audiences both nationally and internationally.

NATIONAL EXPOSURE

By utilizing the three most popular real estate websites—Realtor.com, Trulia, and Zillow—we secure strategic positioning and drive more consumers to your home. All APR listings on these three sites are “enhanced,” which not only increases your property’s exposure in search results and on the Listing Details page, but also guarantees that your APR agent will receive every inquiry about your property.

Knowing that consumers are drawn to homes that offer multiple photos, virtual/video tours, and comprehensive property information, our alliance with these websites ensures that your home will receive more clicks, views, and leads than properties from companies that do not enhance all of their listings.

INTERNATIONAL EXPOSURE

Along with advertising APR listings on the most relevant U.S.-based real estate websites, we promote our luxury listings on prominent international real estate portals, allowing us to reach potential clients in over 50 countries. Not only will you find APR listings on the top real estate websites in China, but also in Russia, India, Germany, and the United Arab Emirates, to name a few.

Here are just a few sites that APR strategically partners with, exposing your listing to millions of potential homebuyers:

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| Realtor.com | Caimeiju |
| Trulia | Juwai |
| Zillow | Country Life UK |
| Wall Street Journal | China Splash |
| LuxuryPortfolio.com | Global Property Guide |
| LuxuryRealEstate.com | Luxury Estate |
| LeadingRE.com | Luxury Homes UK |
| UniqueHomes.com | Luxury Properties Dibiao |
| China.apr.com | Realty Indexer |

Your APR agent can provide you with a full list of the national and international sites your listing will be distributed to.

