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## ListingDomains® Empowers Home Sellers and Agents in Today's Competitive Market



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(PRWEB) - (PRWEB) April 19, 2006 -- Properties Online is now offers real estate agents a competitive edge with ListingDomains® ([www.ListingDomains.com](http://www.ListingDomains.com)), a Web-based tool that generates complete, free-standing Web sites and customized yard signs for individual property listings.

ListingDomains® comes at a time when according to the National Association of Realtors® 77 percent of home buyers used the Internet to search for a home in 2005 and 71 percent of buyers found their property as a result of a yard sign. By bridging traditional marketing techniques (Yard Sign) with emerging technology of the Internet, Listing Domains® Web sites have been able to increase lead generation while saving time for agents, sellers and buyers.

Agent Debbie Hegardt sees it as a necessity to use ListingDomains® in today's increasingly competitive market. "I use ListingDomains® for every one of my listings," said Hegardt. "My prospective clients are always very impressed with the idea of their home having its very own Web site...and with so many buyers today being computer savvy and out of the area, I find it very handy to give them the Web site address."

ListingDomain® was created in 2000 by real estate professionals who realized that their online listings were getting lost amongst the overwhelming number of MLS and agency Web listings. Thus they created a system by which agents or individual home sellers could create unique Web domain name, generally the address of the property (i.e. [www.555MainStreet.com](http://www.555MainStreet.com).)

Each Web site comes complete with a DOMAIN RIDER® sign that attaches to any traditional for sale sign, showcasing the property's Web site address. The sites contain detailed information about the property, numerous photographs, the agent's photo and contact information. Also included is the ability for agents to upload property reports and add links to their virtual tours, community and school information, as well as their personal office Web site.

"Properties Online (Listing Domains®) has provided me with an exceptional tool to showcas

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all my listings in a full format with multiple photos to a world wide audience," said Marin Levy, a Northern California real estate professional currently ranked #3 nationally in the Century 21 system. "Best of all, as the information changes - price, status, etc. - my staff is able to update the site immediately."

In their most recent survey, the National Association of Realtors® reveals that 81 percent of buyers who use the Internet to search for a home purchase through a real estate agent, while 63 percent of non-Internet users buy through an agent. This makes it imperative for agents such as Marin Levy to focus on Internet positioning.

ListingDomain® sites can be created in minutes, give a competitive edge to agents looking to gain new customers and are cost-effective due to strategic partnerships developed by Properties Online. Visit <http://www.ListingDomains.com> for more information.

#### About Properties Online

Founded in 1999 by real estate professionals to offer unique Website marketing tools for the real estate industry, Properties Online bridges traditional marketing techniques with the ever evolving Internet. Their products have increased lead generation while saving time for agents sellers and buyers.

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