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As the Real Estate Market Slows, Agents Use New Technology to Market Their Listings

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Properties Online's 'ListingDomains.com' offers property Web sites with to more than 7,500 since national launch

RISMEDIA, November 21, 2006— With more real estate professionals turning their attention to online advertising, Properties Online LLC announced a

record year with a growth rate of 600% in 2006. Properties Online's "ListingDomains.com" has offered individual property Web sites to more than 7,500 orders since its national launch.

Listing Domains.com's success comes at a time when according to the National Association of Realtors® 80% of home buyers are now using the Internet to search for homes, second only to a real estate professional. The flood of online buyers has contributed to the company's recent surge in Web site activity with well over 200,000 page views per month and surfers staying an average of 4 minutes and 20 seconds per visit.

"Our listing Web sites are a phenomenal tool for real estate professionals seeking to edge out their competition." says Amanda Cornelius, President and CEO of Properties Online, LLC. "Each Web site has it own custom property address domain name (e.g. www.555MainStreet.com) that buyers can type directly into their browser and obtain vital information about the home listed for sale. What's more, sellers absolutely love having a complete Web site devoted entirely to selling their home and buyers enjoy the easy access to the property information."

Properties Online, LLC holds a U.S. utility patent protecting their property domain name concept and program. "Because our product was developed by real estate agents and brokers, we were able to create a platform that is both user friendly and extremely effective at showcasing property listings for a fraction of the cost of print ads." continues Amanda, "We are just so pleased that agents have had so much success using our product"

Not an Overnight Success Story:

It took a while for the concept to catch on. ListingDomains.com was first launched to a local market in 2001. Using a grass roots approach with mostly word of mouth advertising, ListingDomains.com has grown to nearly 3000 users with a current growth rate of over 10% per month. "We are proud of our small town start. It's great to know that what agents here in Sonoma County have helped to create, has been so well received on a national and international level." says Pat Provost, real estate broker for over 25 years and co-founder of Properties Online, LLC.

The Agents Speak Out

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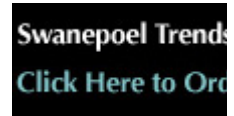
Brent Holland from Keller Williams Realty is just one of the many agents singing the praises of ListingDomains.com. "I love using them. They are a great company, and the customer service is top of the line. Also, the cost is very reasonable. It takes all of 5 minutes to get an entire site up and running with photos and info. The system automatically puts in the local info, school info, etc... It is by far the best listing tool I have in my arsenal."

Kathi Elliott from LVPMarin notes "I have been including listing Web sites as part of my marketing for all my recent listings. The positive feedback from my sellers has been overwhelming. They love it and love to tell everyone that they have a Web site for their home. It has also been a very helpful tool for buyers...the e-mail appointments seems to be the biggest hit. Thanks for making the process so easy...it really only takes me minutes to set-up."

Marin Levy, a northern California real estate professional currently ranked No. 3 nationally in the Century 21 system had this to say about the unique product: "ListingDomains.com has provided me with an exceptional tool to showcase all my listings in a full format with multiple photos to a world wide audience. The domain sign rider allows instant access to the Web site and immediate information about the property to buyers. And best of all, as the information changes - price, status, etc. - my staff is able to update the site immediately. ListingDomains.com is a great marketing tool to satisfy the needs of both sellers and buyers."

For more information, visit the Web site: <http://www.listingdomains.com>.

RISMedia welcomes your questions and comments. Send your e-mail to: realestatemagazinefeedback@rismedia.com.



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