

# Anthony Lum uses Trulia to sell your home

**Location**  
  
e.g. "New York, NY", "99148", "San Francisco, CA"...

**Property Type**

**Price Range**  
 \$  to \$

**Beds**  **Baths**  **Sqft**

Show me only **Open Houses**
 Show me only **Price Reductions**

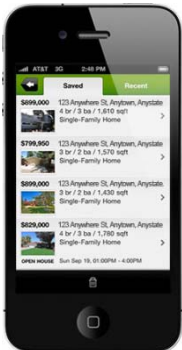
[More search options](#)

## What is Trulia?

- The **fastest growing** real estate search site
- Offers the **best user experience** for the home search process
- The site with more than **10 million unique visitors** each month
- **National coverage from media** including:



- The site to **reach homebuyers using mobile phones!**



## Trulia users are...

- **Unique to Trulia**

**75%**

of Trulia's buyers and sellers are **NOT** on Realtor or Zillow (comScore Sept 2010)

- **Planning a transaction**

**72%**

Plan to list or sell within the next 12 months

- **Looking for guidance**

**70%**

Don't yet have an agent

- **Prequalified for a mortgage**

**42%**

are prequalified for a mortgage

- **Affluent consumers**

**42%**

have a household income of more than 100K



# Anthony Lum uses Trulia Pro to sell more homes

## How can Trulia Pro help sell your home?

Trulia Pro ensures that your home rises to the top of Trulia's search results! Your home will receive **5X** the views and an optimized landing page increases inquiries by **5X!**

- Your home featured at the top of relevant search results.
- 5X more views and buyer inquiries
- Distribution with national partners, including:



The Washington Post



Kiplinger



The screenshot shows a Trulia Pro search results page for Burlingame, CA. The top listing is for 180 Glen Aulin Ln, Burlingame CA, priced at \$1,299,000. It is marked as "FEATURED" and includes an "OPEN" event on Saturday, February 12, from 2pm to 4pm. The listing details are: 4 br / 2 full, 1 partial ba / 2,500 sqft / \$520/sqft, Single-Family Home, Burlingame Hills (94010), and Coldwell Banker. There are 8 photos available. Below this listing, there are two more listings: 1408 Columbus Ave, Burlingame CA, priced at \$2,097,000, and 1471 El Camino Real #7, Burlingame CA, priced at \$440,000. The search filters on the left include Location (Burlingame, CA), Price (Min/Max), Bedrooms (Any), Bathrooms (Any), and Listing Type (Resale checked).



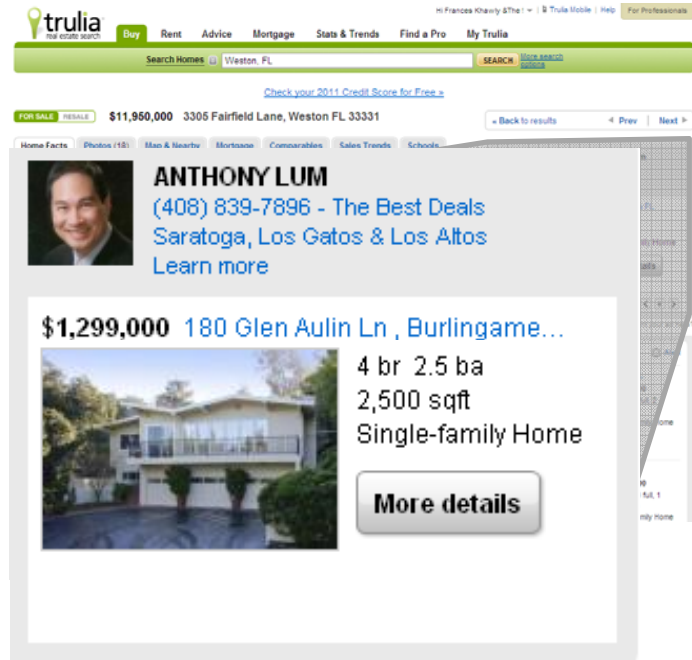
Anthony Lum has locked up 100% of Saratoga. In other words when unique visitors (10M+ monthly and growing!) view homes using Trulia that are not even yours, Anthony has a chance to convert those buyers and sell your home

## How do Trulia Local Ads help you sell your home?

Local Ads introduce a new way for your home to grab attention online. Your home receives **guaranteed exposure** every time buyers search for properties in your local area.

**Anthony Lum has secured placements within the following markets on Trulia:**

**100% of ZIP Code 95070!**



## Why should your home be on Trulia?

More than 10 million active buyers and sellers search Trulia for real estate every month.

**72%** will purchase or list this year \*

**42%** \$100K+ income \*

**42%** prequalified for mortgage \*

\* Source: Trulia Internal Data

\*\* Source: Comscore, August 2009



**This means that your home will appear in high quality, eye-catching LIVE ads, targeted to consumers shopping for homes directly in your area!**

