

HOME BUYING HINTS

Internet Technology Opens Door To Faster Searches

(NAPSA)—The door has opened wider for home buyers who want to find their dream home faster and more efficiently. *ERA.com*, the Web site of ERA Real Estate, spotlights more than 50,000 listings and features color photos, virtual tours, and expert advice for home buyers. The site is appreciated by sellers, too, who get greater exposure for their property.

The technology used on the site, called ERA® One-Click Away, ensures homes listed with ERA brokerages appear more frequently in online searches conducted by consumers.

The ERA One-Click Away technology helps Web search engines, such as AltaVista or Google, locate ERA listings as quickly as they find Web sites. As a result, consumers who use search engines will locate ERA listings with as little information as geographic location and the words, “real estate.”

According to the National Association of Realtors®, more than 40 percent of potential home buyers are using the Internet as part of their search, and that 90 percent of online customers start with search engines. ERA One-Click Away will help bring together consumers and listings in an effort to put real estate customers one step closer to finding a home.



WELCOME TO THE NEIGHBORHOOD—
A site that spotlights more than 50,000 listings and photos of homes also gives information about the neighborhood.

Visitors to *ERA.com* can create a customized search for homes based on property characteristics, location and other criteria. In addition to listings, the Web site features many resources for buyers and sellers. This includes information about financing, home warranty programs, maintenance tips and neighborhood information.

The Web site also provides details about a popular program which guarantees the sale and closing date of a seller's home, provided the house meets specific qualifications.

For more information and to view home listings around the world, visit *ERA.com*.