



Company Overview

2008 Corporate Value Proposition

“HomeGain is committed to providing the tools, resources and support needed to buy or sell a home—resulting in comprehensive, online solutions for homeowners, home buyers and real estate professionals.”

*Louis Cammarosano,
General Manager, HomeGain*

HomeGain.com Facts

- Headquartered in Emeryville, California
- Founded in 1999 by Brad Inman, a real estate technology pioneer and owner of Inman News
- 2nd most visited online real estate website, attracting an average of over four million unique visitors each month
- Partnered with over 300 websites including  
- A subsidiary of Classified Ventures, LLC

Classified Ventures Facts

- Based in Chicago, Illinois
- Classified Ventures, LLC is a strategic joint-venture 100% owned and funded by five large media partners whose objectives are to collectively capitalize on the revenue growth in the online classified advertising categories of automotive, apartments, and real estate.

TRIBUNE

BELO



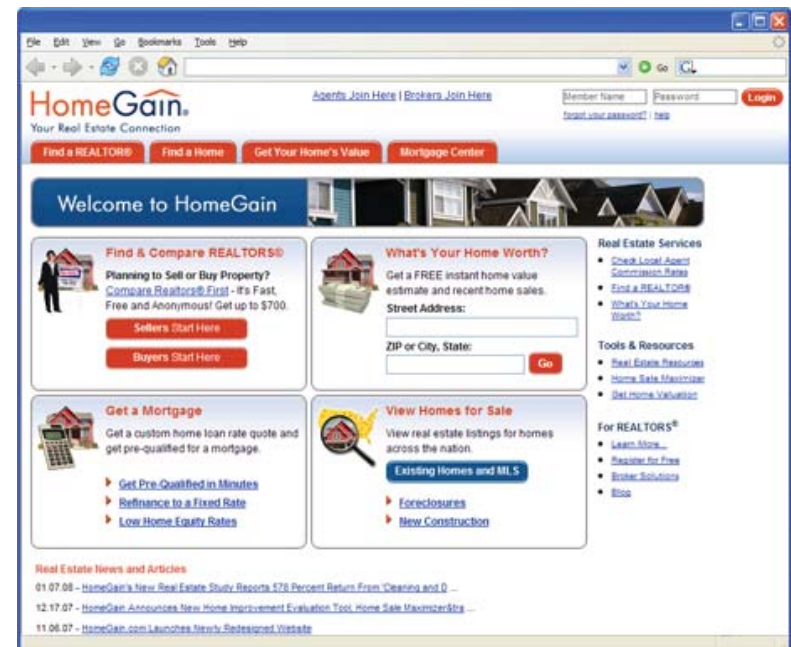
**The Washington Post
Company**

- Classified Ventures' network represents over 170 online newspaper television websites with over 1MM real estate listings. In addition to HomeGain, they own and operate:



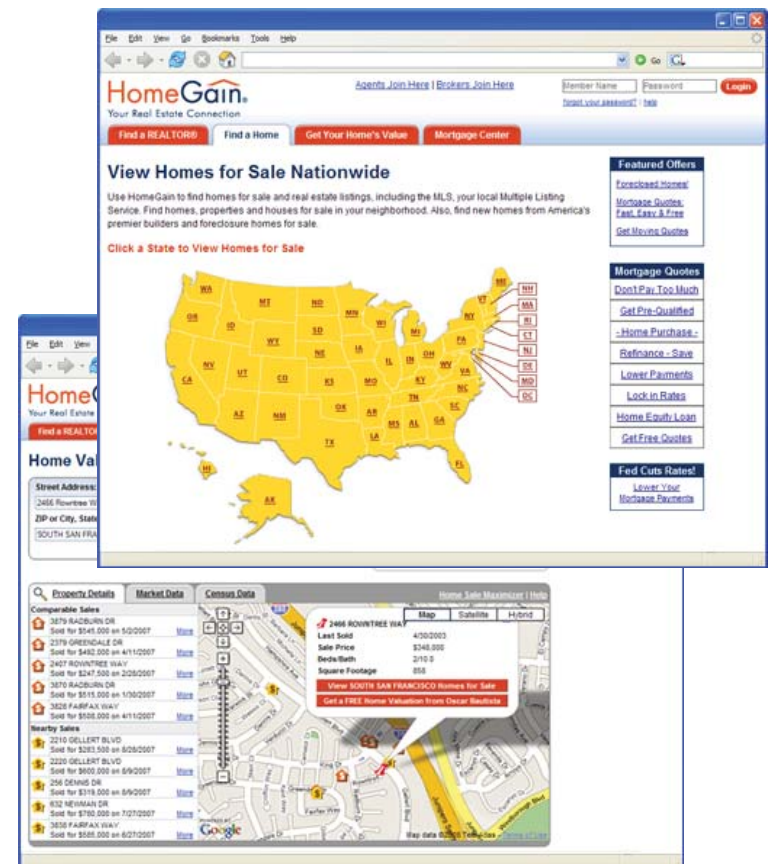
HomeGain Value to Consumers

- HomeGain.com is a complete, online resource for anyone beginning a home buying or selling process.
- Instant, direct connection to information via the web or to a real estate agent who can answer in person.
- Consumer services are free-of-charge.
- National coverage for a local connection.



Consumer Services

- Find and Compare REALTORS®
www.homegain.com/find_real_estate_agent/index
- What's Your Home Worth
www.homegain.com/cma/get_hv
- Get a Mortgage
www.homegainmortgage.com
- View Homes For Sale
www.homegain.com/housead/homes_for_sale/index
- Home Sale Maximizer™
www.homesalemaximizer.com
- Real Estate Resources
http://www.homegain.com/real_estate/index



HomeGain Value to REALTORS®

- HomeGain generates additional business for REALTORS®
- The REALTOR® is branded and promoted, not HomeGain
- Agents have a choice of products to fit their business needs
- Members receive free, on-going training and support
- *Additional benefits:*
 - ✓ Webinars, local seminars, tradeshow
 - ✓ Discounts from corporate partners
 - ✓ Agent Success Newsletter
 - ✓ Free white papers (*with industry updates and best practices*)
 - ✓ HomeGain Blog
 - ✓ Homegain Advisors™
 - ✓ HomeGain Clubs



REALTOR® Marketing Solutions

- BuyerLink™

BuyerLink delivers qualified active buyers to your professional real estate website. Subscription includes a free lead capture web page for easy conversion of website visitors into potential clients.

- AgentEvaluator™

AgentEvaluator is a program that connects agents to local homebuyers and sellers who are actively searching for an agent, enabling agents to present their services and earn more business.

- AgentView

AgentView is an exclusive online marketing system for real estate agents. Homebuyers and sellers can view your Profile and Professional Bio, search your Home Listings and read your Real Estate Blog.

- AIMS

AIMS (Advanced Internet Marketing Solution) provides real estate professionals with 20+ buyer leads guaranteed each month, a lead management system, and includes an IDX website with lead capture.

BuyerLink™

Get more traffic to your real estate website

- **Increased Buyer Visits**

You determine the cities you want to target and your monthly budget. We'll do the rest.

- **Internet Advantage**

One relationship provides with the power of Google, Yahoo!, MSN, and over 300 other top consumer websites. It's your show, we'll bring the audience!

- **Cost-per-visit Basis**

You pay only for the visits you receive.

- **Convert More Visits into Leads and Clients**

Receive a free registration page with membership and convert more visitors into potential clients.

www.homegain.com/buyerlink

AgentView

Showcase Yourself – Own Your Market

- **Exclusive Promotion**

No competition! Users see your photo and full contact information, including your website. Receive exclusive homebuyer and seller leads via email, phone and a web form!

- **2-Way Interaction**

With the Agent Blog, you can post comments, advice and local information about you, your services and your market area. Start an informative dialog with potential clients to build your pipeline.

- **Marketing Tools**

Drip marketing and prospecting tools save you time and keep you in contact with your leads.

- **Free Training**

Receive weekly blog training from the HomeGain Blog Professor and improve your results through complimentary coaching and free online webinars.

www.homegain.com/agentview

AgentEvaluator

Connect with homebuyers and sellers in your market

- **Market your Services**

Market your real estate services to local consumers who are looking for an agent.

- **Connect with Local Prospects**

Get notified of new prospects instantly and respond quickly and professionally using provided marketing tools.

- **Low Upfront Costs, No Long-term Contract?**

Join the program for a low monthly fee – only pay a referral fee when you close a deal. Enjoy no long-term contract.

- **Free Training and Coaching**

Get free training on how to use the program and free personalized coaching about how to succeed.

- **Platinum, Gold and Silver Clubs**

Over 750 agents have become members of these elite HomeGain Clubs, receiving benefits like a reduced referral fee.

AIMS

Connect with homebuyers and sellers in your market

- **Guaranteed Lead Volume**

Receive 20 or more exclusive buyer leads per month guaranteed, or we will continue your service free of charge until the guarantee is fulfilled.

- **Complete Online Marketing Solution**

No website? No problem! AIMS includes a free website, IDX feed (MLS listings), marketing tools and more.

- **Automated MLS Email Updates**

Your buyer leads will automatically receive new MLS listings from you via email.

- **Free Training**

Learn how to get your best results through 1-on-1 personal coaching.

- **No Referral Fees and No Long-term Contract**

www.homegain.com/aims

REALTOR[®] Support

- Free weekly training webinars across all products:
<https://homegain.on.intercall.com/confmgr/>
- 24/7 online access to increase or change your coverage or account information
- Free AgentEvaluator[™] coaching
- Free AgentView training and support
- Free AIMS training and support
- Monthly **Winning Agent Calls** which feature an agent who can answer your questions and discuss his/her experience with a program



Agent Testimonials

- “Since I started using BuyerLink last year, my business has doubled. I believe so much in the program that I have bought my entire county’s traffic! Not only does it save me a lot of time and money, the leads its generates are high quality.”

Mitch Ribak, Broker of Tropical Realty of Suntree, FL

- “The lead management tools provided with my AgentView Account allows me to easily keep in touch with homeowners. Along with the quality leads I receive, this is the perfect solution to help me grow my business.”

Bill Eiseman, Prudential Decker Realty, VA

- “HomeGain helps me with my online marketing by supplying me with buyer and seller leads. Locating qualified homebuyers and sellers is my biggest challenge and AgentEvaluator does it for me. I can then provide quick and easy customized proposals to prospects, build my client base and close more transactions.”

Gerry Hayes, Century 21 Mountain Properties, NV

- “My experience with AIMS has been phenomenal considering my ROI! I've already generated almost \$20,000 in commissions from 3 deals closed directly through AIMS. That's over 800% ROI and it's only been around 6 months!”

Syreeta Saunders-Keys, RE/MAX Advanced

Contact Information and URLs

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- Broker Solutions Phone: 866 512 7919
Broker Solutions Email: brokersolutions@homegain.com
- About HomeGain: www.homegain.com/about_hg
Media Center: www.homegain.com/media_center
HomeGain Blog: <http://blog.homegain.com>

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