

Mouse On House

Interactive Virtual Floor Plan Tours

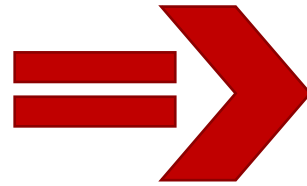
Maryland Association of Realtors
2011 Annual Conference
Ocean City, MD

Michelle Mink
Director of Marketing and Sales
September 12, 2011

Who wanted a Light Bright as a kid?

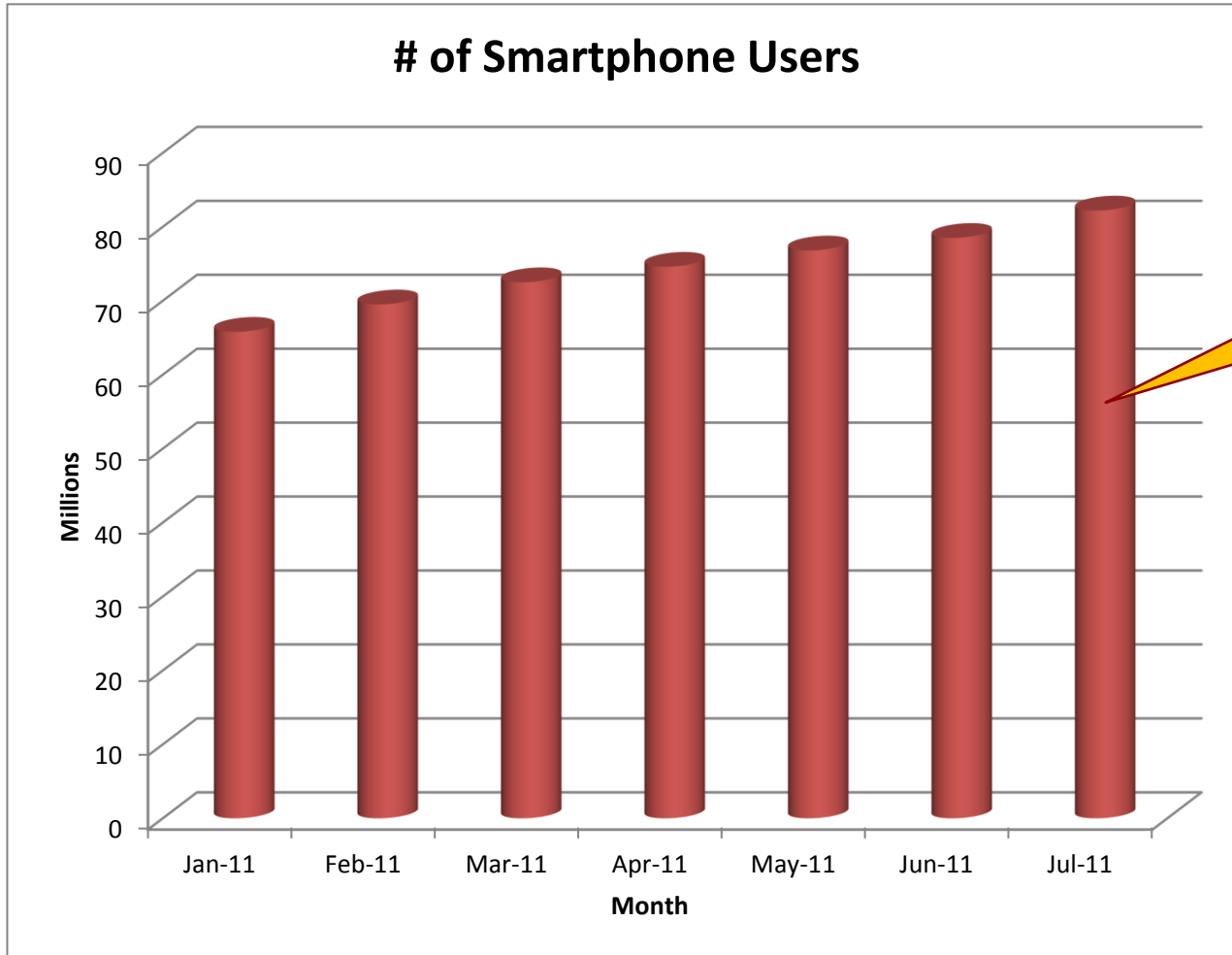


The Grown-up Light Bright



- ✓ It's Interactive
- ✓ Can be Personalized
- ✓ Bright Shiny Colors

Smartphone Use Continues Growth



**82.2
million in
the U.S.**

- 234 million
mobile users in
the U.S.
including:**
- Feature phones
 - Smartphones
 - Tablets

Make MOH Your Mobile Solution



What you get with a Mouse On House Virtual Floor Plan Tour

- Professionals that create floor plans from scratch and capture high quality photos of the property.
- Next business day turnaround for tour availability.
- Company and agent branding along with contact info on every tour.
- One URL that automatically sends optimal version for mobile, tablet and traditional screen users.
- Unique website address for each property to use in marketing, online listing sites and other promotional activities.
- One click MRIS linking and personalized dashboard for managing all of your Mouse On House tours.
- Print quality and web optimized professional pictures to use in marketing and promotional activities.



Make Your Marketing More Effective

- ☑ Company and personally branded websites
- ☑ MRIS and other real estate aggregate listing sites
- ☑ Yard signs
- ☑ Open houses promotion materials
- ☑ Brochures
- ☑ Home book or magazines
- ☑ Newspaper print ads
- ☑ Online advertising (e.g., Craig's List and Google Ads)
- ☑ Social media sites (e.g., Facebook and Twitter)
- ☑ Quick Response (QR) codes
- ☑ Email marketing
- ☑ Direct Mail
- ☑ Billboards
- ☑ TV and radio

How a VFPT Works

MOH Demo Tour

Tour Options and Pricing

	Photo Tour	Deluxe Photo Tour	Floor Plan Tour	Virtual Floor Plan Tour
Photo Only	\$199	\$229		
1-2 Bedroom			\$199	\$279
3 Bedroom			\$209	\$289
4 Bedroom			\$229	\$309
5 Bedroom			\$249	\$329
6 Bedroom			\$269	\$359
7 Bedroom			\$289	\$389
8+ Bedroom			Quote	Quote

Contact Mouse On House

- Go to Mouse On House website for general tour information and more demos:
 - www.MouseOnHouse.com
 - Sample demo: www.MouseOnHouse.com/11753

“Buyers are drawn to homes with Mouse On House tours.”

*Tamara Kucik, #1 Team 2010, Companywide
WC & AN Miller Realtors, A Long and Foster Company*

“It is a great internet marketing tool.”

Julia Martin

Long and Foster Alexandria Old Town Historic District