

# PhotoTours

Because a picture is worth a thousand words®



## Services & Solutions

Providing Internet Marketing  
Services to Real Estate  
Professionals Since 2002

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To register (no charge), please visit [SBPhotoTours.com](http://SBPhotoTours.com).  
Once you have registered, you will be able to e-mail  
PhotoTours to your clients branded with your contact  
information.

For examples of our Internet Marketing Solutions,  
please visit: [PhotoTourWebsites.com](http://PhotoTourWebsites.com)

## PhotoTours

Professional PhotoTours ..... \$300

Include 6 professionally photographed, high resolution images that may be used online and/or for print advertising. Additional photos are \$50 each.

Basic PhotoTours ..... \$150

Photos supplied by agent or owner.

All PhotoTours include an e-mail announcement that goes out to approximately 1,500 MLS members and “virtual tour” links that can be used in the MLS and on company and personal Websites. “Tour” links on Realtor.com are either free or \$25 (depending upon whether the agent has ‘Listing Enhancements’).

## Mass E-mail Marketing

Additional MLS mailings are \$50 each. Mailings sent to a second MLS are an additional \$25.

## Domain Names

Unique domains for PhotoTours or websites ..... \$50

## Single Property Websites

Starting at ..... \$200

Include Basic PhotoTour and unique domain.

## Custom Listing Websites

Starting at ..... \$750

Stand-alone Websites include Basic PhotoTour, unique domain, property description, map, PhotoTour and contact information.

## Agent Websites

Depending upon your budget, we offer a variety of Websites with IDX content. Prices range from affordable “templates” to completely customized Websites with a listing management system. Examples of our Websites may be view - [www.PhotoTourWebsites.com](http://www.PhotoTourWebsites.com).

Basic Agent Website w/ IDX

- \$30/Month or \$300/Year. Setup Fee - \$150.

IDX Agent Website w/ Active Listings & IDX

- \$50/Month or \$500/Year. Setup Fee - \$150.

Enhanced Agent Website w/ IDX & Featured PhotoTours

- \$70/Month or \$700/Year (Basic IDX + Featured PhotoTours).

Setup Fee - \$750.

Professional Agent Website

- \$70/Month or \$700/Year (Basic IDX + Featured PhotoTours).

Setup Fee - \$750.

Custom Agent Website

- \$70/Month or \$700/Year (Basic IDX + Featured PhotoTours).

Setup Fee - starting at \$2,500.

Website Hosting Fee - \$25/Month or \$250/Year

## Featured PhotoTours

Featured PhotoTours branded with your contact information.

- \$50/Month or \$500/Year. Setup Fee - \$150.

## PhotoToursIDX

Our IDX search feature gives Website visitors the ability to search the entire Santa Barbara MLS for active listings. For more information on pricing, etc., please visit [www.PhotoToursIDX.com](http://www.PhotoToursIDX.com).

## About Us

PhotoTours is a locally owned and operated Internet marketing company.

Our PhotoTours not only help to sell property, they can also be instrumental in securing new listings. Over the past 8 years, we have produced over 5,000 PhotoTours. Over 1,000 agents are registered on Santa Barbara PhotoTours and actively use our services. Each month our PhotoTour Websites receive over 25,000 hits from 12,000+ unique visitors. Our PhotoTours are viewed over 60,000 times each month.

Our website services and listing content offerings enable agents to meet the needs of buyers who use the Internet to search for homes and set themselves apart from their competition. Our MLS Search (IDX) solution is used by the Santa Barbara Association of Realtors and over 250 local agents.

\*All prices and packages are subject to change.

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