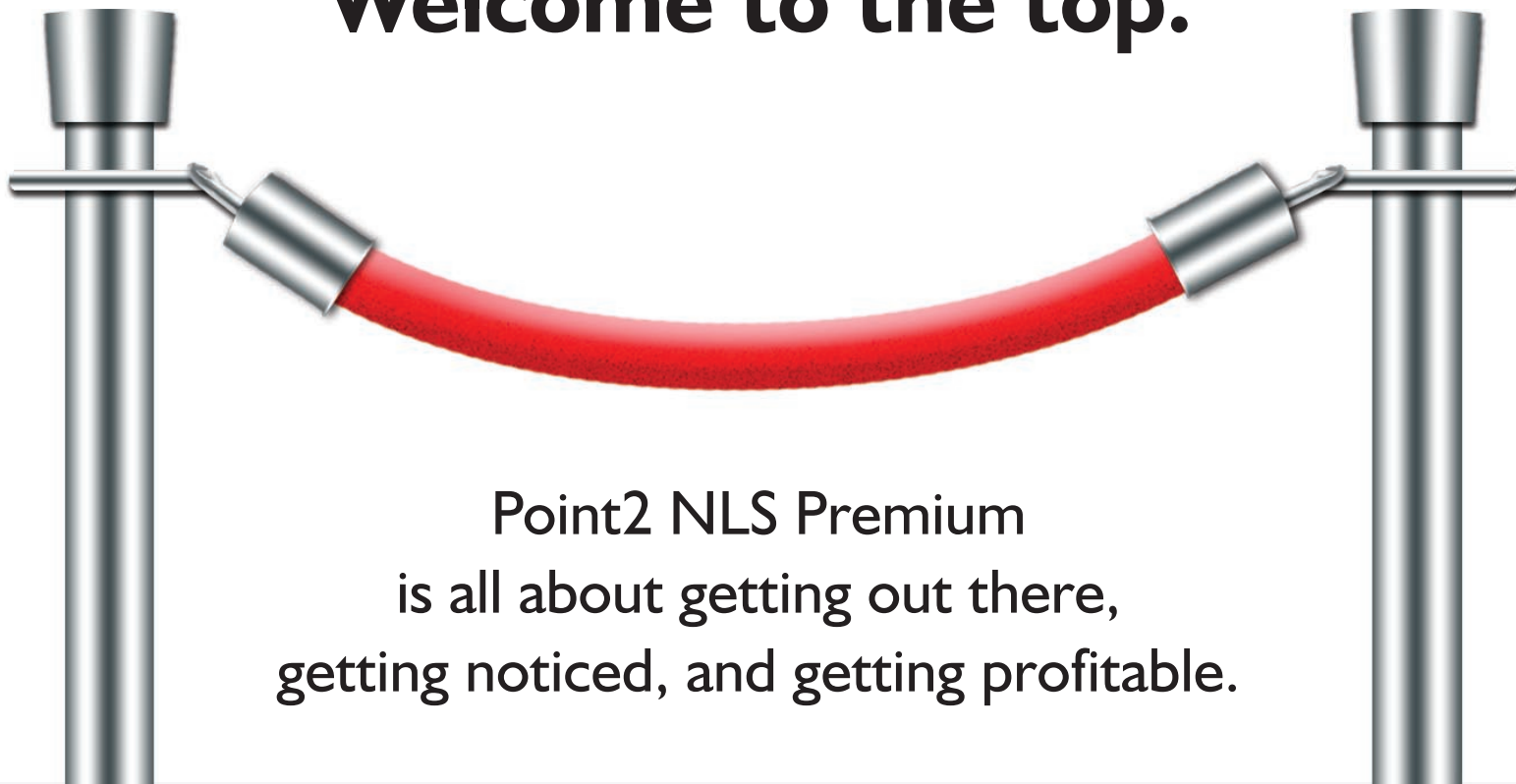


Point2 NLS Premium: Welcome to the top.



Point2 NLS Premium
is all about getting out there,
getting noticed, and getting profitable.

The Premium badge you will bear on every web page, on your blog, on the message board, and on Point2 Homes, is emblematic of just what the Premium



package represents – Premium means strengthening your brand, putting it in front of more visitors, and turning more of those visitors into clients.

GET EXTREME EXPOSURE

**Point2 Homes
Spotlight Ads. Free.**

Point2 NLS Premium members get a free Point2 Homes Spotlight Ad, every single month for as long as they remain at the Premium level. Spotlight ads highlight listings on the Point2 Homes marketplace, which is enjoying explosive growth. Spotlight ads are regularly \$25/month.



**Two Point2 Homes
Neighborhoods.
Free**

Premium members get to lock up two Point2 Homes neighborhoods – for as long as they remain at the Premium level. Neighborhoods on

Point2 Homes can help drive traffic to your site and establish you as the local expert. Point2 Homes Neighborhoods regularly start at \$250 per three month term.

**Top Placement in
the Agent Directory**

As a Premium member, you will also enjoy prime placement in the Point2 Homes Agent Directory, which is currently being exposed to many thousands of real estate visitors. Prime placement includes links to your profile page and website.



BE HEARD

**Premium members help steer
the future of Point2 NLS**

Premium members, who are automatically included in the Point2 NLS Advisory Council, get to have their say in current Point2 NLS features and developments, as well as helping to steer future releases. The Advisory Council is called upon periodically to test new Point2 NLS features, to provide feedback, and to participate in special trials. Point2 often takes Advisory Council input into consideration when allocating development resources.



EARN MORE

**Turn web space
into dollars**

Premium members not only have all advertising removed from their websites – they can also sell their own ad space! Point2 NLS Premium’s built-in banner advertising solution makes it easy to accept ads from local or national companies – and as a Premium member, you keep 100% of the proceeds. Many Point2 NLS Premium members are able to more than cover the cost of the Premium membership from their ad sales, not only covering expenses, but even putting money back in their pockets.

**Built-in Inventory and
Advertiser Reports**

Along with the ability to sell banner advertising space comes an advanced reporting system available only to Point2 NLS Premium members to deliver precise analytics including non-clickable impressions, clickable impressions, and click-throughs, making the banner advertising solution more attractive to potential advertisers.



UP THE ANTE

**First to respond;
first to close**

As a Point2 NLS Premium member, you will be able to receive up to 15 prospect text messages directly to your cell phone per day. Be sure you are the first to respond to a client’s inquiry. Include up to 1000 prospects per email group. When you have relevant information that you need to send out to a lot of people, Point2 NLS Premium will provide you with the capability to do so.

Lose the limits

- include up to 1,000 prospects in each email group
- create an unlimited number of HUGE email accounts
- create an unlimited number of listings
- add an unlimited number of pages to your site
- add up to ten users
- expand your reach to up to 27 selling areas
- farm up to 250 referral areas
- attach private documents to listings
- create up to 300 third-level domains