



PRESS RELEASE
FOR IMMEDIATE RELEASE
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YOUR CHOICE REAL ESTATE HELPS SELL HOMES FOR MORE BY USING REALTOR.com®

ORANGE PARK, FL APRIL 2, 2007 -- According to recent research by the National Association of REALTORS®, 83% percent of home buyers say photos and detailed property descriptions are the most useful features when searching for homes online.² Your Choice Real Estate is taking advantage of this trend for its clients with its recent commitment to enhance all properties it markets with multiple photos and customized property descriptions on the #1 real estate site¹, REALTOR.com®. With changing real estate market conditions, Your Choice Real Estate is giving consumers what they want most online and providing another reason why home sellers and buyers must insist on using Your Choice Real Estate, Inc.

Listings on REALTOR.com® with six photos are viewed 299% more often, on average³ and rise to the top when searched by number of photos. And because Your Choice Real Estate enhances all of its clients' properties on REALTOR.com® with multiple photos and detailed property descriptions, these properties also receive this high-impact placement on other popular Web portals such as AOL® and MSN®, helping reach the largest audience of home buyers for its clients.

Your Choice Real Estate understands that it is vital to reach the over 6.6 million consumers⁴ each month who, on average, spend 82% of the time they search for a home online on REALTOR.com®¹. With 77% of all home buyers using the Internet at some point in their search for homes¹, Your Choice Real Estate is working to make sure its clients' homes are promoted where more consumers are searching online.

Visit www.ycre.net or call 904-298-2679 or email info@ycre.net to see what Your Choice Real Estate is doing to help homeowners in your community sell their homes for more.

¹ Media Metrix – Based on reporting of the time online users spent during 2005 on REALTOR.com® and other comparable real estate aggregation sites and excluding sites of franchisers/brokerages.

² 2005 National Association of REALTORS® Profile of Home Buyers and Sellers

³ Compared with non-showcase listings (listings without multiple photos). Based on REALTOR.com® internal analysis of Showcase Listing Detail Page Views per Listing vs. Non-Showcase Listings Detail Page Views per Listing, for January 31, 2005.

⁴ Media Metrix – reporting the average number of unique visitors to the site each month of 2005.

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