

COMPETITIVE POINTS OF DIFFERENCE

ReeceAndNichols.com

The number one Web site in the Kansas City area offers full housing inventory, quick searches, advanced home search tools, and much more.

Home Match

Allows consumers to search and save their favorite properties or search criteria and receive customized email alerts with the latest updates.

Potential Buyers

Our exclusive Potential Buyer program has been designed to help us quickly identify our Reece & Nichols agents already working with buyers looking for a home.

Listing Alert

Our Listing Alert program completes the buyer-seller match platform by providing instant notification, both online and via email, announcing your client's home is for sale.

Virtual Earth™ Map Search

Use this custom mapping tool to find listings in a specific region by selecting drawing points on the map. View your searches by road, aerial and bird's eye view.

Mobile

Log on to ReeceAndNichols.com in the palm of your hand. M.ReeceAndNichols.com allows you to check out our Web site on your mobile phone and get the latest information and listings.

Digital Exposure

Not only are our listings displayed on ReeceAndNichols.com, they are also featured on over a dozen top national real estate Web sites.

The Academy

Offers the latest in real estate training, giving you the education and tools to help you be a better agent.

Plaza Mortgage

Our affiliation with Wells Fargo Home Mortgage gives us access to state-of-the-art technology, which allows fast and accurate approvals. Plaza Mortgage is the area's most trusted and reliable mortgage company.

Kansas City Title

Providing reliable ownership assurance with very competitive rates.

Reece & Nichols Insurance

Providing comprehensive and competitive home and auto insurance, plus additional personal lines.

Relocation

Our affiliation with the nation's largest relocation network of independent real estate companies can help you move to anywhere from any place.

Rental Services

Long & short term residential rental assistance for apartments, townhomes, and single family homes.

Exceptional Properties

Exclusive upper-bracket properties priced at \$500,000 and above showcased through the Exceptional Properties Web site and an elite group of agents with the knowledge and reputation of listing and selling the finest of upper-bracket homes.

Market Place Trends

Our exclusive use of TrendGraphix keeps you up to date with current market facts and trends.

MyHome

A personalized home buying Web site, that allows you to create custom home searches with email notification about new listings and price/status changes for your client.

REECE & NICHOLS

Real Estate
Mortgage
Title
Insurance

REECE & NICHOLS Real Estate Mortgage Title Insurance

We're open **24/7** Search hundreds of our Open Houses now

Home Search Office/Agent Directory Home Match Plaza Mortgage Contact Us

MyHome
 Sell My Home
 Join Our Team
 Community Profiles
 Family of Services
 Home Warranty Plus
 Relocation and Rental
 HomeServices of America
 Preferred Partners
 Buyer Seminars
 \$8000 Tax Credit

Welcome Home to Reece & Nichols
 The Kansas City region's #1 real estate resource

Begin your search now. Search over 22,000 area listings, view photos and more.

VIRTUAL MAP SEARCH OPEN HOUSE SEARCH ADVANCED HOME SEARCH

Plaza Mortgage Center
 Finding the right financing can make all the difference when buying your new home. Let the experienced and knowledgeable mortgage professionals at Plaza Mortgage help find the best options for you.
[Learn More About Plaza Mortgage](#)
[Find A Mortgage Professional](#)
[How Much Can I Afford?](#)
 GET STARTED

41 homes sold every day in 2008
 start viewing properties, find an agent or plan your next tour

Distinct Property Search
 We work closely with some of the area's leading developers and offer a wide range of new home communities as well as both urban and suburban lofts and condos. We also feature an exclusive upper-bracket property search for homes priced at \$500,000 and above.

NEW CONSTRUCTION CONDOS & LOFTS EXCEPTIONAL PROPERTIES

Quick Search
 HOUSE NUMBER
 and/or STREET NAME
 ZPCODE
 and/or PRICE RANGE
 to
 ID / MLS NUMBER
 AGENT LAST NAME
 Clear Search

2,032 CEOs and counting
 Free Career Seminar

Congratulations Top Agents

Mobile Search
 Search for homes on the go

- Over 1 million monthly user sessions
- Property Quick Search
- Advanced Home Search Tools
- Virtual Earth™ Map Search
- Open House Planner
- Property details, photos and visual tours
- Plaza Mortgage

More than 87% of home buyers begin their search online.
 (National Association of Realtors, 2008)

Digital Circulation

We've been in the syndication business for more than four years and we are proud to say that in an average month, more than 22,000 online consumers find Reece & Nichols listings on other sites and click back through to ReeceAndNichols.com for more property information.

Our experience has taught us that the space leaders - including Trulia, Zillow, Yahoo!, and Google maps - consistently provide 95+% of the activity and allow us to present your property in a timely, accurate and professional manner. We believe your listing should have digital exposure outside of ReeceAndNichols.com, and we automatically send the data to the online providers that we know and respect.

- *Realtor.com*
- *Google maps*
- *Trulia*
- *Zillow*
- *Yahoo! Real Estate*
- *AOL Real Estate*
- *RELO Home Search*
- *CyberHomes*
- *FrontDoor*
- *Oodle and more...*

Google maps

Zillow.com
Your Edge in Real Estate

trulia
real estate search

YAHOO! REAL ESTATE



Home buyers spend an average of 40 hours searching homes online before contacting a real estate agent*

Our listings are featured on many of the industry's top Web sites, which meet the selection criteria of having a business philosophy of encouraging strong client-agent relationships. However, these distribution channels and their business models may change frequently, therefore, while these resources are currently deemed reliable, they cannot be effectively guaranteed.

**According to the 2009 NAR Home Buyer and Home Seller Report*

Mobile Convenience

Introducing ReeceAndNichols.com on your mobile device. A quick, convenient way to conduct your home search straight from your mobile phone.*

With over 87% of home buyers beginning their search online, ReeceAndNichols.com on your mobile offers advanced search options, mapping and other useful tools as you tour neighborhoods in and around the entire region.

Using ReeceAndNichols.com on your mobile:

[1] **Property Quick Search**

Enter street number, street name, city and state search criteria and get real-time results for listings.

[2] **Advanced Home Search**

Narrow your home search results through more exact specifications on the advanced search screen

[3] **Open House Search**

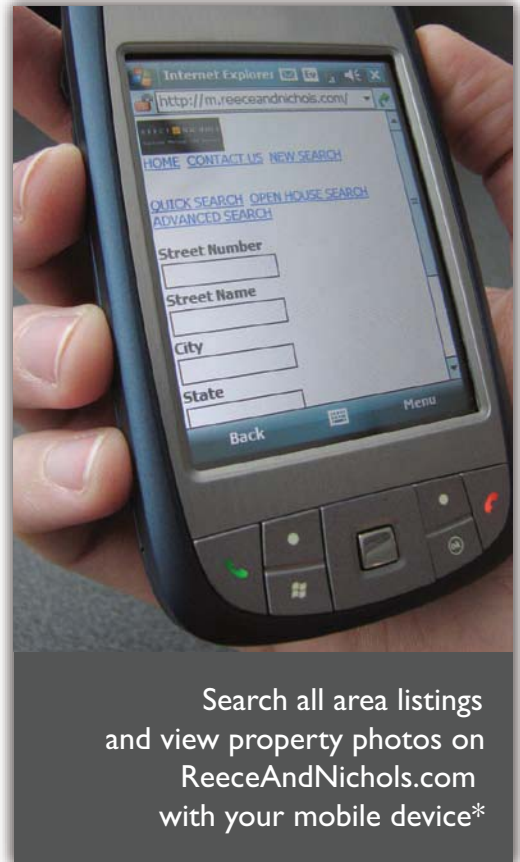
Search our online schedule to plan and map your Open House tour

[4] **Property Details**

View full color photos and complete property information direct from ReeceAndNichols.com

[5] **Direct Agent Contact**

Contact listing agents directly to get answers to questions or schedule a showing



Search all area listings and view property photos on ReeceAndNichols.com with your mobile device*

*Mobile internet access required. Mobile internet may be subject to fees by your mobile service provider, see your plan for details.