



**[www.123MainStreet.com](http://www.123MainStreet.com)**



**The PanoRider™ provided by Creative Images is a custom marketing tool with proven results.**

A PanoRider™ is a custom sign rider that hangs off your yard sign. It contains a unique web address for the property along with a full color, high resolution panoramic photograph of the property. With the combined use of a virtual tour, PanoRider™, and single property website, on average, 49% more leads are produced. This number has reached as high as 75% or more - which is more than the traffic generated by Realtor.com, MLS, real estate company and agent websites COMBINED!

# Top 5 Reasons PanoRiders™

## Help you Stand Out from the Competition

### 1. *Splash for your Sign*

Next to the MLS, the most effective lead generator available is the for sale sign in front of a property. In fact, 72% of home buyers mention the yard sign to be an important source of information. So, how do your yard signs stand apart from the rest? By adding a PanoRider™ to your listings yard sign, a splash of uniqueness is created that is sure to turn heads, even at 30 MPH! With a detailed high resolution panoramic photo of the inside of the property, curiosity will draw potential buyers closer for more information. Now that their interest is sparked, they are sure to visit the website to see the full enhanced virtual tour, increasing your listing's exposure, your chances for qualified buyers, and ratified contracts!

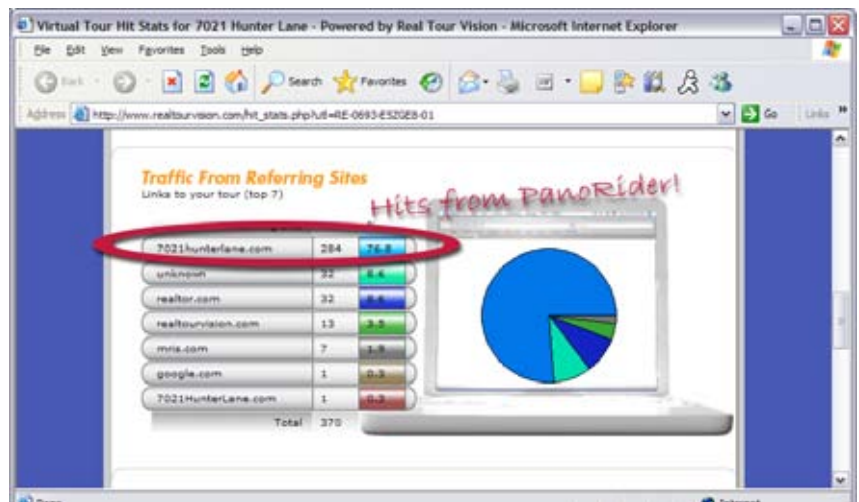


### 3. *Valuable Listing Tool*

So what do you do with the PanoRider™ after the property has sold? Keep one in your car, at home or in the office. There is nothing as impressive as a PanoRider™ in person. Just think of the impact this sign will have on your listing appointments. Think of the reaction you will receive from the potential sellers when you show them this customized marketing tool specific to their property! Are the other agent's they are interviewing going to offer something like this? Probably not, this wins you more listings!

### 2. *Achieves Maximum Exposure*

Do you have a property on a busy road? Say no more...high traffic areas are especially ripe for this unique product because it gives your listing the maximum amount of exposure in the right place – in front of the house. Statistics show that on high traffic roads your PanoRider™ accounts for 75% of the hits directed from the virtual tour!



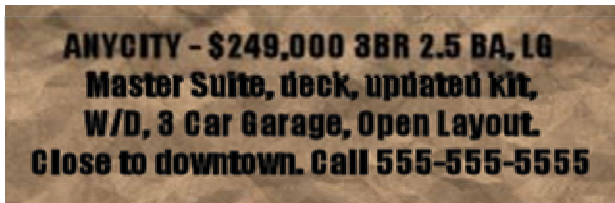


#### 4. Info-to-Go Box No More

The top scoring source of information for buyers is the Internet, mentioned by 84% of all Home Buyers, leaving Info-to-Go boxes a tool of the past. There is no longer a need to put listing flyers that get wet or run out in front of the property any more. The PanoRider™ is always there giving the prospective buyer a more robust experience to learn about the property online. And as an option, we can attach your brochure to the virtual tour as a PDF file, so your prospective buyer can still get a printable flyer right from the website!

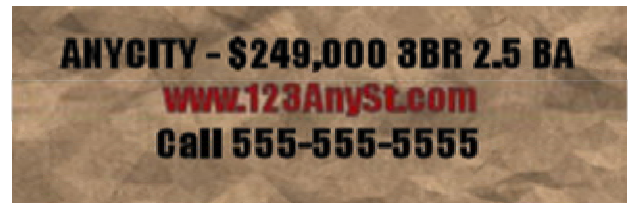
#### 5. PanoRiders™ Pay for Themselves

Use the single property URL on your PanoRider™ instead of expensive descriptive text (or cryptic abbreviations) in your print advertising and you will save more than the cost of the PanoRider™. Over the life of your listing, those savings can really add up. Not only will you achieve a productive and cost-effective synchronicity between your print and Internet marketing, but you will save money by using less text as well. Imagine the impact of referencing a single property web address in a typical open house advertisement – not only will buyers be able to go online to learn more about the listing (and you), but they will be able to view the property on a map and print out driving directions straight to the front door.



**COST: \$518.95\***

\*major newspaper (4 days)



**COST: \$148.28\***

\*major newspaper (4 days)

PanoRiders™ combine the exposure of the Yard Sign with the power of the Internet! It drives prospective buyers to a tour of the property, even if no one is home to let them see the inside. The statistics support the need for every listing to have a PanoRider™, regardless of market conditions. And the single property virtual tour contains your phone number, website and email, so you get the most exposure possible which ensures only serious, qualified buyers initiate contact. By including the unique PanoRider™ to market all your listings, you will create an image of yourself as a tech-savvy, remarkable agent who is doing something new and innovative with their listings!



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#### Pricing

- Standard Size: 8"x24" \$55
- Custom Sizes and Pricing Available Upon Request