



**REALTOR.com® Featured Homes™ Marketing System
Press Release – Featured Homes**

Contact:

Eric Slifkin

Century21 Horizon Properties

772-288-1765

Eric@TreasureCoastHomeSales.com

Century21 Horizon Properties' Eric Slifkin TO FEATURE Treasure Coast HOMES ONLINE

Palm City, Florida, October 15, 2004 – Eric Slifkin of Century21 Horizon Properties has secured one of the very limited Featured Homes' positions on the Internet's #1 real estate Web site¹, REALTOR.com®, the official Web site of the National Association of REALTORS®.

Through the REALTOR.com® Marketing System's Featured Homes program, when potential home buyers and sellers search for homes in 33455, 34952, 34957, 34983, 34986, 34990 or 34994, they will see Eric Slifkin's listed properties prominently displayed at the top of the page with color photographs and pricing details. On average, this can provide homes that Eric Slifkin featured with twenty times more exposure.²

Eric Slifkin's clients' properties will benefit from the more than 6.1 million individuals per month who, on average, spend 86% of the time they searched for a home online on REALTOR.com.¹



Eric Slifkin

In making the investment in the Featured Homes Marketing System, Eric Slifkin stated, "I want to ensure that both the properties I market and the communities I represent enjoy optimum shelf positioning online, because what makes me different from other agents is how I help my properties and communities differentiate themselves from the other homes and communities they compete against."

Featured Homes is just one of the many ways Eric Slifkin is using the REALTOR.com® Marketing System to help his clients on the Treasure Coast. He is able to work with clients to customize the resources of REALTOR.com® – including his property descriptions, Web site and property photographs – and provide his clients with added services such as detailed property marketing/traffic reports.

Buyers interested in Eric Slifkin's Featured Homes or sellers interested in having their property become a Featured Home can visit Eric Slifkin's Web site at www.TreasureCoastHomeSales.com or contact him at 772-288-1765 / Eric@TreasureCoastHomeSales.com

¹Media Metrix, May 2004. ²Based on Homestore, Inc.'s internal accounting for May 2003 - April 2004, average measure of property listings with Featured Homes vs. property listing without Featured Homes

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