

Open House Syndication

Uniting Online And Offline Real Estate Search



Today's homebuyers begin their search online and use the Internet to preview homes. They are hunting for listing, neighborhood and home buying information, but that is not all. Research is just the first step.

Today our product consumption and purchases primarily occur online. And while we know Ebay and Amazon are great alternatives to mall shopping, most buyers do not purchase a home online, sight unseen. They want to walk through the home, get a sense of the lifestyle it offers and imagine what it would be like living in it.

At Realty World we built an in-house system to unite the tried-and-true Open House with cutting-edge technology. We send our scheduled open houses to over 40 national websites displaying showing times and information.

We also feature your home on top real estate search sites like Yahoo.com, Zillow.com, Trulia.com, and Homes.com. This powerhouse combination of featured exposure and our Open House Syndication Program puts your listing heads above the rest, increasing your exposure to more than five times the number of interested buyers.



76% of homebuyers drove by and toured a home after their search online.

(National Association of Realtors 2012)



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