

Price Comparison Outline

Pay by performance!

- Based on what agents want to know
- See who is clicking on which homes

Pay Per View



25¢ Web View



\$1 Detail Sheet



\$4 Print/Email/
Favorite

Monthly or one time payments

- You can stay on budget based on your degree of input and automation

Pay By Property

\$10
Monthly

XML Feed

\$25
Monthly

Template load
**

\$40
Monthly

BU does all
inputs *

\$240
UNLIMITED
EXPOSURE

Includes Weekly
Updates

Unlimited number of properties per subdivision

- Unlimited access to input and remove homes
- maintain budget by selecting degree of input and automation

Pay By Subdivision

\$200
Monthly

XML Feed

\$300
Monthly

Template load
**

\$400
Monthly

BU does all
inputs *

\$1799
Annually

Introductory
Offer

-Offer expires 10/31/2010

*** XML – Your feed must match our XSD requirements exactly

** Template – The template is provided for your staff to input your inventory

* Builders Update inputs your data – we do the work with contacts you provide



BuildersUpdate.com

Effective 09/01/2010
email: info@buildersupdate.com

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Comparison of Different Types of Plans to Post a Property/Lot/Custom Design Home on Builders Update

Last Updated: 2/23/2010

Plan/Attribute	Pay Per View Property	Monthly Slots	\$240 Lifetime Property
Description	Property postings are charged by the activity an agent performs on the property in a given calendar month. Different activity is charged at different amounts. Activity happens on visible properties only.	A slot is used to post a property. The slot lasts as long as the property in the slot is visible and recharges are successful.	A property is posted for its life time for a one time charge. A property can be made visible and invisible without any further charges.
Time limit	Infinite (Until funds last)	One month or until recharge fails or until property is made invisible	Infinite
Initial Cost	\$40 or \$75 for Custom Design Homes	For Properties and Lots - \$40 if posted between 1st and 7th, \$30 if posted between 8th and 15th, \$20 if posted between 16th and 23rd, else \$10. For Custom Design Homes - \$75 if posted between 1st and 7th, \$57 if posted between 8th and 15th, \$38 if posted between 16th and 23rd, else \$19.	\$240 or \$450 for Custom Design Homes
Recharge			
Automatic Recharge	Yes	Yes	NA
Automatic Recharge Schedule	Once when balance falls to <= \$10. When balance is not enough for a given activity	On 2nd of every month	NA
Recharge Amount	Customizable (subject to minimums)	\$40 for Properties and Lots. \$75 for Custom Design Homes	NA
No of Recharges	Customizable	As long as slot is used by any visible property	NA
Refunds			
Refund Allowed	Yes - Upon request	No	No
Refund Penalty	\$5 penalty on first refund if no recharges have been done.	NA	NA
Accrual			
Accrual of Charges	As per activity	Immediately after purchase	Immediately after purchase
Accrual Logic	Agent clicks on the map pin of your property in the MAP view window - the charge is 25c. Agent views the property in EZ View window by scrolling over search results or favorites or by clicking next/previous buttons in EZ View window- the charge is 25c. If the agent views DETAILS page, the charge is \$1. If Agent selects optional plan in Custom Design Homes, charge is \$1. If the agent adds your property to his/her favorites list or emails or prints out the detail sheet - the charge is \$4 per agent for that month (per plan for custom design homes). You are not charged again that month for any activity by the agent that added/printed/emailed the same property's (plan for custom design homes) detail page. It's only a one time charge per agent.	NA	NA
Transferability to another property	No	A slot may be used to post any property. However at a given point of time, only one property can be posted in a slot.	No
Reports	Agent Activity Reports - 1) Daily View Report on Detail View 2) Monthly View Report on Detail View 3) Daily Agentwise Report on Add to Favorites/Print/Email 4) Monthly Agentwise Report on Add to Favorites/Print/Email 5) Recharge/Refund Report (PPV Only)		
Payment/Recharge Mode	Credit Card/Invoice	Credit Card/Invoice	Credit Card/Invoice
Invoice Minimum	\$200	\$200	\$240
Change of Plan	To \$40 and \$240	To PPV and \$240	None
Benefit to Builder	Pay as per activity. Refund of unused amount.	Unlimited activity by unlimited no of agents in the subscription month. Ability to reuse slots during subscription period.	Unlimited activity by unlimited no of agents for life for a one time fee.

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