

# TRULIA

	Trulia Pro	Trulia Insight	Local Ads
Function	<p><b>PLUS:</b> For 10 listings, agents are offered: featured listings, which prioritizes client's listings at the top of search results; an enhanced lead form, with photos of each listing; bonus placement of listings in the local lead rotation; and the new Trulia Insight program.</p> <p><b>DELUXE:</b> For 25 listings, agents are offered: all of the features of Plus, along with client email tracking, contact info in the search results and dedicated customer support.</p> <p><b>ELITE:</b> Agents have access to all of the features of the lower tiers, but for up to 50 listings.</p>	<p>Collects data from quality, transaction-ready leads with the intention of turning those leads in clients.</p>	<p>Displays customizable banner ads that target users searching for homes in a specific city or ZIP code.</p>
Traffic Driven To	<p>Individual Trulia.com listings, leads.</p>	<p>Individual Trulia.com listings, leads.</p>	<p>Choice of Individual Trulia.com listings, lead form or external website.</p>
Price	<p><b>PLUS:</b> \$39.99 per month.</p> <p><b>DELUXE:</b> \$79.99 per month.</p> <p><b>ELITE:</b> \$149.99 per month.</p>	<p>Currently included with a Trulia Pro account.</p>	<p>Starts at \$20 for individual neighborhoods, prices increase based on the share of the market the agent desires.</p>
Direct Performance Tracking	<p>Partial. Can track phone leads, but can only estimate other performance based on individual listing traffic and lead volume.</p>	<p>Provides agents with the lead's searching preferences and allows agents to stay in touch with trackable listing alerts.</p>	<p>Impressions and click-throughs.</p>

\*PRICES VARY BY ZIP CODE AND NUMBER OF LISTINGS

\*\*WE SPOKE TO SALES REPRESENTATIVES AND VISITED TRULIA.COM TO GATHER THIS INFORMATION.