



Get "Lucky" In
Real Estate

Lisa & Matt Lucky Internet Facts & Figures

*The Power to Feature
and Sell Your Home*



RUSS LYON REALTY COMPANY

Since 1947 - Our name is synonymous with fine properties.



**Where the World Shops
for Real Estate Online.™**



Get "Lucky" In
Real Estate

- **Most Agents Market to Home Sellers -
We Market "For" Home Sellers**
- **Most Agents do Personal Promotion -
We do Personal Marketing**

***Your Home deserves Featured Marketing
on REALTOR.com[®]***



Get "Lucky" In
Real Estate

The Importance of Online Marketing

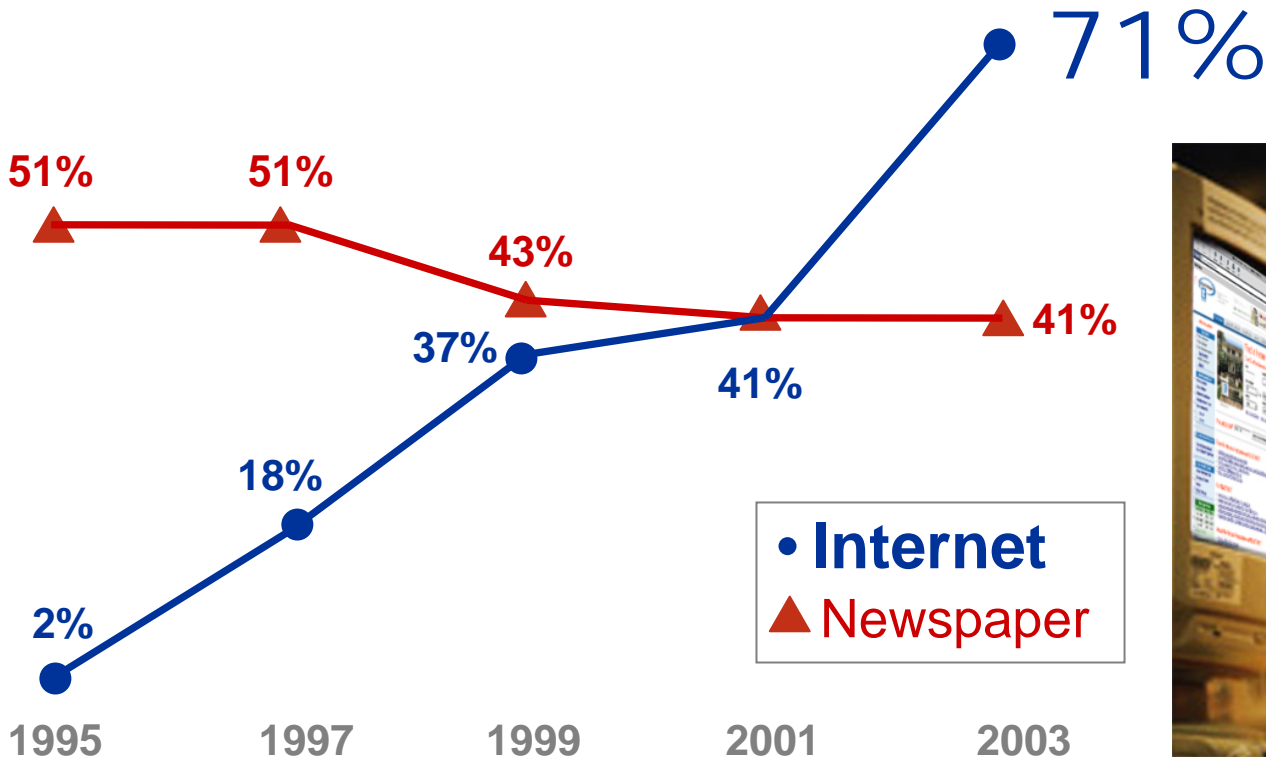
- Home buyers use the Internet to search for a home more than any other media.
- Home buyers say the two most important features are photos and detailed descriptions.
- More and more homebuyers are finding the home they buy online.



Get "Lucky" In Real Estate

Why I Feature My Properties Online

Consumers are searching online

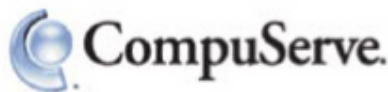


Source: 2003 National Association of REALTORS® Profile of Home Buyers and Sellers



Get "Lucky" In
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I will list your home on these sites:



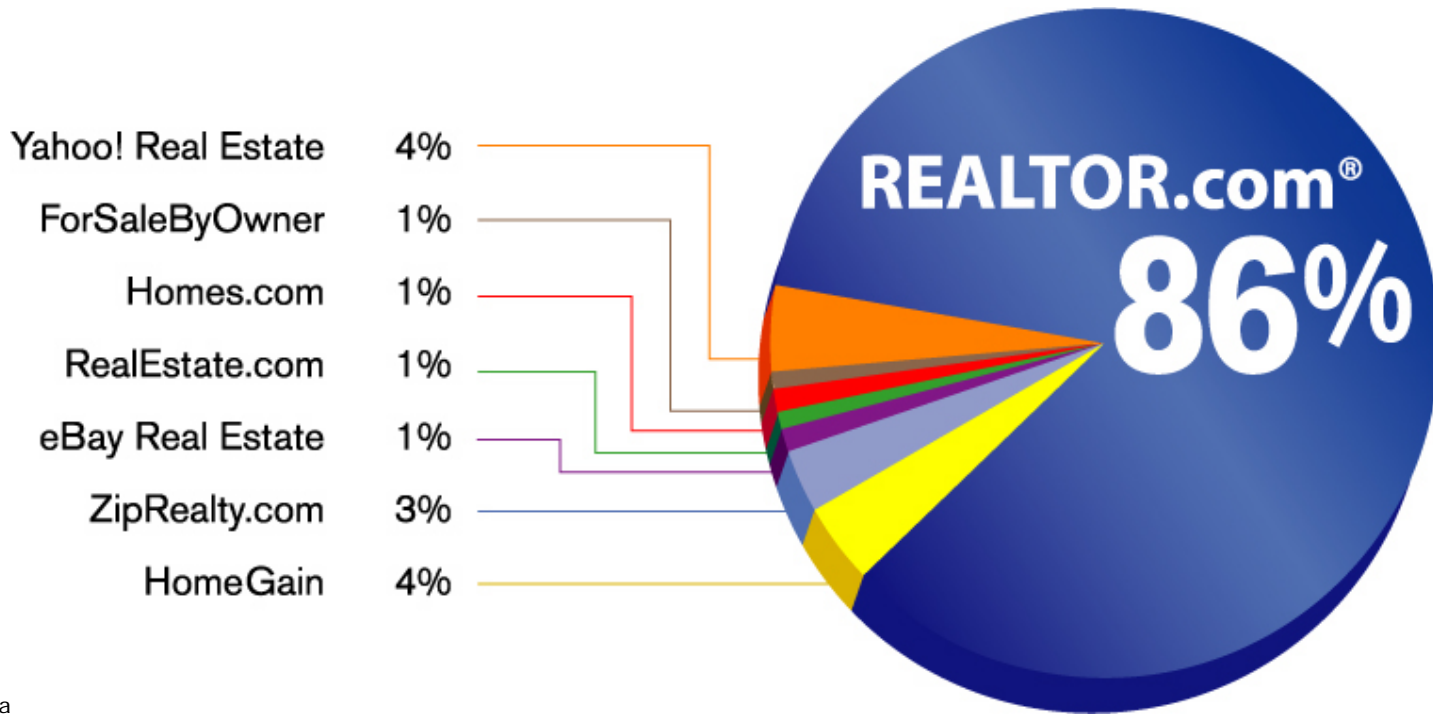
We feature your home on
<http://lisalucky.com>
 And several other websites.
 Ask about our
 North Scottsdale
 Network of websites.



Get "Lucky" In
Real Estate

Buyers spend more time on REALTOR.com®

Percent of Time Spent Searching on
Comparable Real Estate Aggregation Sites*



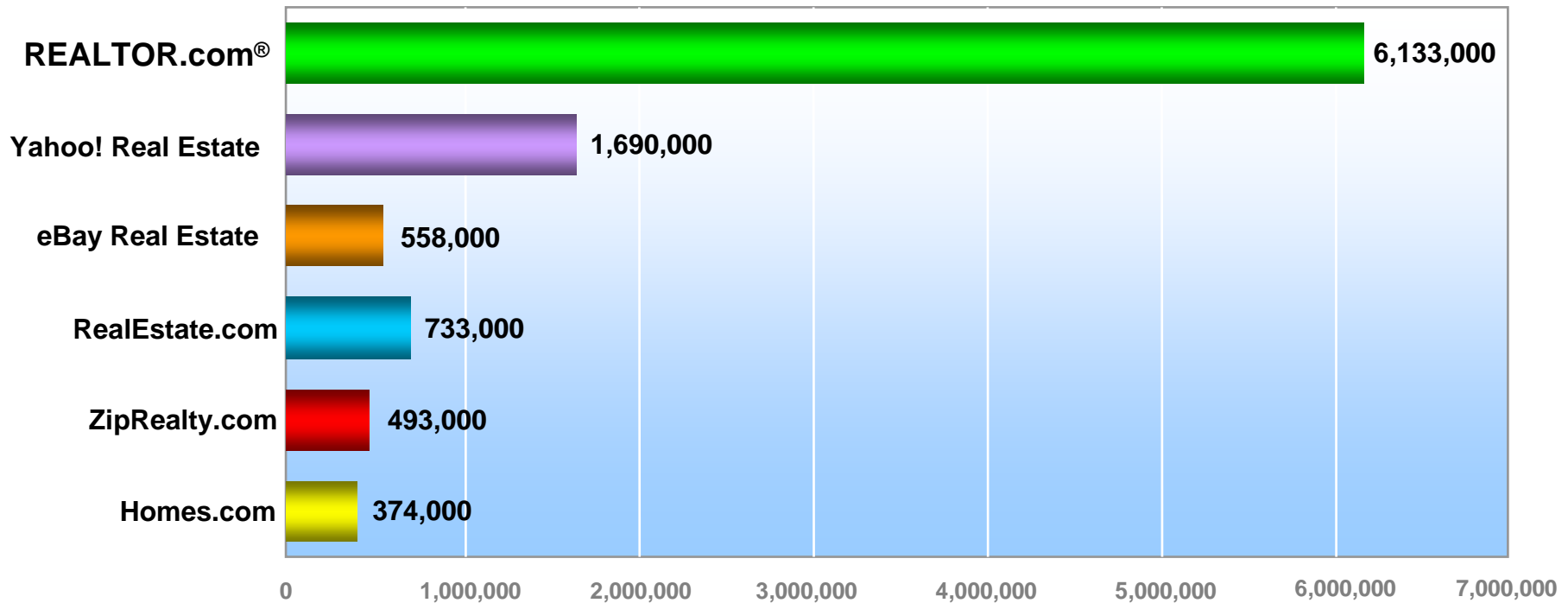
*Media Metrix Ma...



Get "Lucky" In Real Estate

More buyers search REALTOR.com®

Total users per month

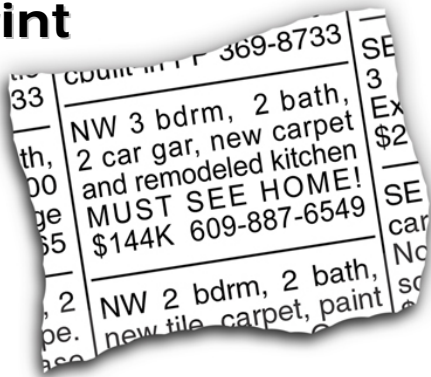




How would you like your home marketed?


Online

Print




Comprehensive content including customized home description, multiple photos, and interactive consumer contact opportunities which allow us to present your home in the best possible light.

Best North Scot




Official Site of the National Association of REALTORS®



Find a Home Apartments & Rentals Home Finance Moving Home & Garden

← BACK TO PREVIOUS PAGE

» Open House » COVETED FIRST NEIGHBORHOOD



← PREVIOUS 1 of 6 Photos NEXT →

Any Town, USA 91234
MLS ID#: 0123456

\$739,500
4 Bed, 3 Bath
2,312 Sq. Ft.

Estimated payment:
\$3,539 Per Month*
[Change Assumptions](#)
[Check Local Rates](#)

[Map & Directions](#)

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virtualtour

Great Neighborhood

4 bedroom, 3 baths with 3-car garage home has been highly upgraded without regard to cost in a tasteful manner. From the black bottom inviting lagoon style pool & spa with river rock detail to the incredible exterior faced in stone and flagstone walkways. Home interior has marble entry way and wood floors, remodeled kitchen and bathrooms as well as 2 cozy fireplaces. Immaculate landscaping and elegant curb appeal. This is a lot turn key family dream.


To access this webpage directly, use <http://www.realtor.com/Prop/1029087886?gate=homestore>

Property Features

- Single Family Property
- 3 bath(s)
- Community swimming pool(s)
- Family room
- Greenbelt/park
- County: Los Angeles
- Interior features: Disposal, Dishwasher, Microwave, Electric Oven, Electric Range, Breakfast Room, Cable TV available, Family Room Fireplace, Living Room Fireplace, Gas Fireplace, Wood Burning Fireplace, Carpet, Electric Laundry Hookup, Gas Laundry Hookup
- Style: Detached Residence, Traditional
- Living room
- Dining room
- Fireplace features: Family room, Living room, Gas, Wood
- Pool features: In ground gunite, Gas-heated, Solar-heated
- Exterior features: Cabana/Gazebo, Wood Fencing, Back Fencing, Garage Door Opener, Rectangular Lot, Automatic Sprinklers, Drip Sprinkler System, Front Sprinklers, Side Sprinklers, Rear Sprinklers



Beautiful living room




Dining room



Exquisite!

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DAVID BAY

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Get "Lucky" In
Real Estate

How we will market *your* home online



Get "Lucky" In Real Estate

We are a Local Specialist Online

Home buyers will see your home featured on Russ Lyon Realty at <http://russlyon.com>

Find a Home Sell a Home Financing Relocating

Property Searches
Preparing to Sell
Find an Agent
Get Pre-Approved
Relocation
Careers

Withstand in Providing Phoenix Flagstaff, Sedona communities with service possible

Property Details:

Views:	Actions:
Back to Home Back to Listings	Get Pre-approved E-mail to a Friend Printable Brochure Map this Property Contact us

[Home Finder](#)
[Property Searches](#)
[Buyer's Guide](#)
[Find an Agent](#)

● Moving to the area
We've helped more families make area their new home than anyone
[Click here](#)

Our Services
Get Pre-Approved
Moving to the Area



10433 E WILDCAT TL
Scottsdale, AZ 85262
\$ 2,950,000
3 Bedrooms, 3.5 Baths

Subdivision: MIRABEL VILL 615-22
Year Built: 2006
Approx. Square Footage: 4
School District: 93
Elementary School: Black M
Middle School: Desert Arroyo
High School: Cactus Shadow

Taxes: \$1,270
[Mortgage Calculation](#)



[Request an Appointment](#)

[More Information](#)

BASED ON A SANTA BARBARA TUSCON DESIGN. THIS UNIQUE HOME HAS THE WARM FEEL OF WOOD BEAMS STONE COLUMNS AND OPEN SPACE, COVERED PATIOS, STONE FIREPLACES, FLAGSTONE FLOORS. ALL OF THE LUXURY FEATURES OF SLAB GRANITE, STAINLESS STEEL APPLIANCES, A HUGE WATER FEATURE, NEGATIVE EDGE POOL AND SPA. PLACED ON THE LOT TO TAKE ADVANTAGE OF CITY LIGHTS, PINNACLE PEAK, GOLF COURSE AND THE CONTINENTAL MOUNTAIN RANGE CURRENTLY IN THE CONSTRUCTION STAGE WITH COMPLETION LATE FALL. THE FAZIO DESIGNED GOLF COURSE MEMBERSHIP IS AVAILABLE. RED ROCK CONSTRUCTION HAS THE BACKGROUND AND HISTORY FOR THE VERY DISCRIMINATING CLIENTS.

Dining Room: Formal, Eat-In
Breakfast Room
Kitchen: Range/Oven, Dishwasher, Microwave, Refrigerator, Kitchen Island
Master Bedroom 1: Master Bedroom, Split, Separate Bedroom Exit, Bedroom Walk-in Closet

Lot Description: Golf Course Subdivision, Desert Front Desert Back, City Light View (Mountain View)
Pool: Yes
Pool Description: Pool-Private Heated Pool, Play Pool

Office: Carefree
MLS Number: 2490022
[Email Us](#)

Quick Search
By listing # or street

Featured Property

26525 N 108th Way
Scottsdale
\$2,400,000
[View Details](#)

● Home Finder - Complimentary Email Updates
Fast, Easy and Convenient! Our Home Finder service will provide you with access to all properties, actual addresses and automatic updates as soon as new homes become available in the Arizona Real Estate Market.

● Feature Properties on Home Page
Phoenician Area properties, Scottsdale, Flagstaff, Sedona. Identify your home with pictures, maps and schedules.

● Exceptional Properties
To view Russ Lyon Realty Company's Exceptional properties, [click here](#)



Get "Lucky" In Real Estate

Our personal websites very functional

Home buyers will see your home featured on our North Scottsdale websites. For example <http://russlyon.com>

North Scottsdale Communities:




- [Bellasera](#)
- [Boulders](#)
- [DC Ranch](#)
- [Desert Foothills](#)
- [Desert Highland](#)
- [Desert Mountain](#)
- [Dynamite Foothills](#)
- [Granite Mountain](#)
- [Grayhawk](#)
- [Ironwood Village](#)
- [Legend Trail](#)
- [Pinnacle Peak](#)
- [Sinclair](#)
- [Silverleaf](#)
- [Terraviva](#)
- [Troon Village](#)
- [Troon North](#)
- [Whisper Roc](#)
- [Winfield](#)

Featured Property



North Scottsdale is a wonderful place to live and work. The high Sonoran desert is roughly 1500 feet higher than the valley floor with scattered granite mountains, hills, ridges, and knobs.

Higher elevation means cooler temperatures and opportunities for mountain and city light views. Rainfall is about twice that of the valley floor creating a thick, lush, and diverse landscape.

Bellasera - Opala Floor Plan 7487 E Visao Drive, Scottsdale	Active
	List Price \$910,000
	3 Bedroom
	Library
	2.5 Bath
	Heated Pool & Spa
	Gated Community
	Sq. Ft. 2992 (Tax)
	MLS # 2512293

[Bellasera Map](#) | [Flier](#) | [Floor Plan](#) | [Virtual Tour](#)

Immaculate & Spacious Home With Library

Lovely home in 24 hr. guard gated Bellasera. Tucked on a wonderful N/S interior lot backing to natural area open space with Mt. views & sunny south facing backyard. Enjoy desert landscaping, heated pebble-tec pool & spa with soothing waterfall, & several outdoor patios for entertaining.

Spacious home features high 12' flat ceilings, 3rd bedroom used as den, & beautiful library with rich floor to ceiling wood bookcases. Stunning travertine flooring flows t/o the home.

Gourmet kitchen opens to family room with fireplace & features tumbled stone tile, gas cook-top, stainless steel appliances, & beautiful wetbar with wine cooler. Master with sitting area & bath with granite counter tops.

North Scottsdale - Popular Del Web Opala floor plan.

Call Lisa & Matt Lucky - 480 473-5486 - Request Information



Map to Bellasera Opala Home

Search the Multiple Listing System



Get "Lucky" In Real Estate

We will Showcase Your Home on REALTOR.com®

By listing with me, your home will be on REALTOR.com®. The door will be opened to millions of online buyers actively looking to purchase.

Benefits:

- We will add what consumers want to see, additional photos
- We will create a custom property description
- Buyers can contact us 24/7 via email, phone or fax

REALTOR.com Official Site of the National Association of REALTORS®

Interactive Advertising Bureau

Find a Home | Apartments & Rentals | Home Finance | Moving | Home & Garden

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» Open House » COVETED FIRST NEIGHBORHOOD

Any Town, USA 91234
MLS ID#: 0123456

\$739,500
4 Bed, 3 Bath
2,312 Sq. Ft.

Estimated payment:
\$3,539 Per Month*
[Change Assumptions](#)
[Check Local Rates](#)

[Map & Directions](#)
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virtualtour

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Property Features

- Single Family Property
- County: Los Angeles
- Style: Detached Residence, Traditional
- Living room
- Dining room
- Fireplace features: Family room, Living room, Gas, Wood
- Pool features: In ground gunite, Gas-heated, Solar-heated
- 3 bath(s)
- Family room
- Interior features: Disposal, Dishwasher, Microwave, Electric Oven, Electric Range, Breakfast Room, Cable TV available, Family Room Fireplace, Living Room Fireplace, Gas Fireplace, Wood Burning Fireplace, Carpet, Electric Laundry Hookup, Gas Laundry Hookup
- Exterior features: Cabana/Gazebo, Wood Fencing, Back Fencing, Garage Door Opener, Rectangular Lot, Automatic Sprinklers, Drip Sprinkler System, Front Sprinklers, Side Sprinklers, Rear Sprinklers
- Community swimming pool(s)
- Greenbelt/park
- Community recreation facilities
- Approximate lot is 6-7.99K
- Lot is 7140 sq. ft.
- Lot size is less than 1/4 acre
- Handicap features
- See agent for details on association fees

Beautiful living room
Dining room
Exquisite!



Get "Lucky" In Real Estate

We will Feature Your Home First

Featured Homes™ positions are limited in your market. That is why we have secured space to ensure that your home gets top local billing on the #1 real estate site – REALTOR.com®*

Twenty Times More Exposure!**

Featured Homes™ ensures that your home stands out at the top of the search criteria page – linking buyers directly to your property's details and my contact information.

Benefits:

- Differentiates your home in front of millions of potential buyers.
- Attracts targeted home searches to your property

The screenshot shows the REALTOR.com website interface. At the top left is the REALTOR.com logo with the tagline 'Official Site of the National Association of REALTORS®'. Below the logo are navigation tabs: 'Find a Home', 'Apartments & Rentals', 'Home Finance', 'Moving', and 'Home & Garden'. The main content area is titled 'Featured Homes™' and displays three property listings. The first listing is a 5 bed, 3 bath house in Any Town for \$454,000. The second is a 3 bed, 2 bath house in Any Town for \$354,000. The third is a 6 bed, 4.5 bath house in Any Town for \$278,900. Each listing includes a photo, a 'Feature Your Home Here!' button, and a 'Contact a local REALTOR®' link. Below the listings are icons for 'Open House' and 'Virtual tour'. To the right of the featured homes, it says '312 properties match your criteria' and 'There are 351 properties in the Any City, USA area'. Below this are two radio button options: 'Display listings with multiple photos first?' and 'Display listings with Virtual Tours first?'. A yellow 'Show Properties' button is located below the options. At the bottom right, there are two lightbulb icons with text: 'Too many results? Choose More Options' and 'Too few results? Add Nearby Areas'. A 'See More Featured Homes >' link is at the bottom left of the featured homes section.

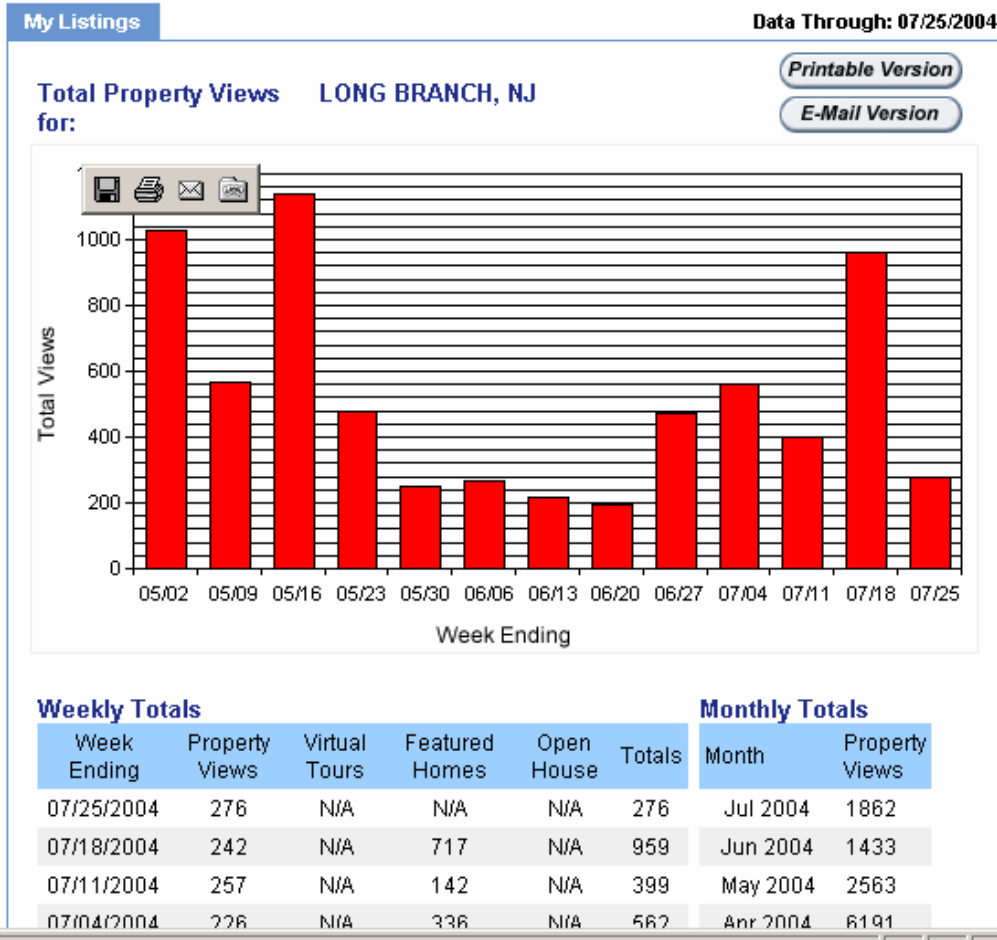
*Media Metrix, May 2004. **Based on Homestore, Inc.'s internal accounting for May 2003 - April 2004, average measure of property listings with Featured Homes vs. property listing without Featured Homes



Get "Lucky" In Real Estate

Tracking Traffic to Your Home

We will show you how often your home was "shown" online





My Online Marketing Pledge

- **We will feature your home on the #1 real estate site* so it can be seen first and get as much as twenty** times more exposure**
- **We will submit your property to multiple Web sites on the Internet including REALTOR.com®**
- **We will feature your property on our network of personal sites.**
- **We will include multiple photos in marketing your property online**
- **Each online listing will include detailed information about your property for buyers to view**
- **Each site that features your property will include multiple ways to inquire about your property**
- **Inquires about your property will be responded to in a timely manner**

*Media Metrix, May 2004. **Based 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

Best North Scottsdale Website - <http://lisalucky.com>

Lisa & Matt Lucky