



MORE services and expertise than any other broker

BROKER-TO-BROKER FAIR COMPARISON CHECKLIST

LYON Other Broker

A STRONG PERFORMANCE AND REPUTATION

#1 real estate company in the five-county Sacramento region, voted Best Real Estate Company by readers of Sacramento Magazine in 2005, 2006, 2007 and 2008.	✓	
#7 independent real estate company in California and #46 of the top 500 in the U.S.	✓	
17 state-of-the-art offices in five counties, with more than 850 full-time, professionally-trained REALTORS® to serve you.	✓	
Family-founded in 1946, Lyon draws from more than sixty years of regional experience to serve you as the area's real estate leader.	✓	

SUPERIOR TOOLS AND EXPOSURE

Targeted direct-mail programs to expose your property to the most number of likely buyers.	✓	
Distinctive, familiar logo and yard signs, generating thousands of customer calls throughout the region.	✓	
The most online search tools to make home-finding easy: Search by map, open houses, luxury homes, national listings, sold listings, commercial properties <u>plus Home Finder</u> , your personal home-finding assistant.	✓	
Exclusive Preview email alerts that send advanced notification of new Lyon listings to registered Lyon buyers before other agents and buyers get to see them.	✓	
A powerful web presence through GoLyon.com – with 120,000 visits a month – plus exposure on high-traffic websites Google.com, Trulia.com and REALTOR.com®.	✓	
First-class exposure for luxury listings through Lyon's Distinctive Homes program.	✓	

CONVENIENT SERVICES

Lyon's exclusive market trend tool, Trendgraphix, takes the guesswork out of pricing your home to sell, negotiating and making an offer.	✓	
In-house mortgage affiliate with on-site loan consultants and in-house insurance affiliate for convenience and peace-of-mind.	✓	
The ability to move you virtually anywhere in the world through the nation's largest relocation network, Leading Real Estate Companies of the World™, and a full-time relocation team to provide you with expert guidance throughout the process.	✓	

Statistics provided by Real Trends 2007 or TrendGraphix 2008.

Data compiled from information provided by the Sacramento Association of REALTORS®, Placer County Association of REALTORS®, and El Dorado County Association of REALTORS®

With Lyon you *always* get more!