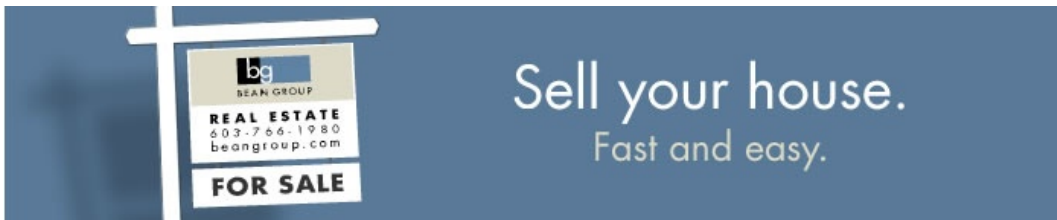


Why sell with Bean Group?

8 Important Reasons

Let's face it. Every REALTOR® would love for you to "list your house" with them, but not every REALTOR is up to the task of properly marketing your property. With thousands of dollars of equity on the line, your decision is much too important to just choose a friend, a neighbor, or the convenient local brokerage. You need your property to be where today's buyers are looking. And today almost 9 out of 10 buyers start their home search on the Internet.



Things really have changed in only a couple of short years. Buyers now start searching the Internet first. Let Bean Group make your property highly visible where today's buyers are looking. Let the power of our tens of thousands of buyers drive the price of your property to its maximum market value.

1. Selling is easier when 10,000 people a day are looking.

Smart home sellers are choosing Bean Group. Why? Bean Group delivers. Fact is, in 2006 **87% of homebuyers** started their search on the Internet [1]. Plus, Internet buyers spend only **two weeks** looking for the home they ultimately purchase, compared with seven weeks for traditional buyers [2]. Bean Group's award-winning website and huge Internet audience of over **10,000 daily visitors** means your property will be seen by more buyers. Plus, more buyers means more action on your property. We have thousands of buyers actively looking and ready to buy. Just like you, they have found and use one of the Bean Group websites. Allow us to put your property in front of our buyers.

Choosing the right REALTOR to help you gain maximum exposure is very important. Having experienced REALTORS to help you smoothly navigate through the selling process can not be overstated. Your choice deserves serious consideration and investigation. We invite you to take a few minutes to understand the unique advantages only Bean Group provides.



2. Massive Internet exposure.

Other REALTORS talk about their websites. Bean Group delivers. And we'll prove it. With **hundreds of websites** on our network you get unmatched Internet results (consider most brokers have only one, maybe two websites). Plus, every Bean Group agent has their own local website for even more targeted exposure for your property. Our flagship website beangroup.com gets over **8,500 visitors a day** and was recently voted "**Best Real Estate Website in NH**" (for the year 2006).



"Best Real Estate Website in NH"
Voted by NH.com 2006

In fact, the Judges' comments were, "Bean Group is the ideal combination of search functionality, related content and clean well-organized design."

You'll get no better or more sophisticated Internet exposure for your New Hampshire property. Why is a REALTOR'S website so incredibly important these days? Consider the fact that **9 out of 10 Internet buyers** found their agents through an online real estate listing site [3]. Advantages multiply when your property listing is on both the best and most visited real estate websites in the State of New Hampshire. At Bean Group over **10,000 visitors a day** are on our websites looking and asking to see properties (just like yours). We know of no better or wider Internet exposure.

Here are the facts:

- Over 300 websites on our network
- 10,000+ unique website visitors every day
- All Bean Group agents have their own local website
- Buyers contact us 24 hours a day, seven days a week
- Beangroup.com voted "Best Real Estate Website in NH"
- Over 35,000 registered "My Bean" members



What does all this Internet lingo mean for you? It means more buyers seeing your home and potentially more money in your pocket, faster.

3. Putting your property in front of today's buyers.

Consider this REALTOR Magazine headline... "*Brokerage giant ends newspaper advertising to focus on the Internet. Newspaper advertising down to 54% from 80% in the 1960s.*" Yes, newsprint is going the way of the cassette tape. These days, real estate buyers start their home search by using search engines. Again, Bean Group delivers. Buyers search and find us because we are **consistently on many first page** search results. Our in-

house web team works daily to ensure our many websites are highly visible to today's homebuyers. We invest heavily in technology to provide the best exposure for your property.

What does Bean Group's online marketing mean to you? It means your property is right where you want it, where the buyers are today, online.

4. Intelligent, hassle-free listing process.

After you contact us, we'll sit down and create your own **Custom Marketing Proposal**, a plan that details exactly how we will market your property. We will assist you in pricing competitively for optimum results in today's market. We will take plenty of **high quality photos** to showcase your entire property. We will advise you how to present your property to maximize its selling price. We are experts when it comes to marketing.

5. Local, responsive and experienced REALTORS.

Experience does matter... because real estate transactions can be complicated and intimidating. Both sellers and buyers agree, in fact "43 percent of Internet buyers selected their agents because of agent qualifications and skills" [4]. Consider the many selling and buying facets involved; buyer negotiations, contracts, contract law, State laws, Federal laws, disclosure requirements, home inspections, titles, escrow and so much more. You don't want to go into a closing with doubts. At Bean Group we are proud that fully **1/3rd of our REALTORS are Associate Brokers**, a more experienced designation. Enjoy the full benefit of our real estate experience and knowledge for a smooth and successful sale and closing process.

Expect fast response time at Bean Group. It's a fact that **25% of Internet buyers** chose their agent because the agent was the first to respond [5]. At Bean Group our REALTORS are **fully mobile** (unlike most agents). All of our REALTORS are well equipped and **trained to use mobile technologies** like email, efax and the Internet to improve response time. When someone calls or emails regarding your home you can rest assured the response will be prompt.



Over 120 REALTORS located throughout New Hampshire, plus 1 out of 3 are Associate Brokers.

Why is quick response time so important? Interested buyers want to set up showings, ask questions, and get answers quickly. Having experienced agents at the ready is crucial to the sales process.

6. Your house "showcased" for maximum sale price.

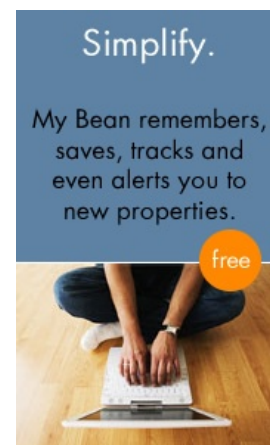
Professional presentation is essential to selling a property. Normal MLS listings can only display 12 rather small photos. At Bean Group we take as many photos as needed, and make sure those photos "showcase" your property. Traditionally, **extra photos are the number 1 request** of website visitors. We deliver. We also add a **highly detailed description** of your property to help educate buyers before they ever set foot inside. This saves you time and promotes **faster sales to the "right buyer"**.

Extra perk: List with Bean Group and your property will be placed on the homepage of one of our award-winning Beangroup.com websites. Our exclusive listings generate an average of **4 to 10 times as many page views** as general MLS data listings[6].

7. Instant exposure means potential results from "day one".

The very first day your property is online with us it gets exposure. Instant notification to our customers looking for your type of property happens automatically. How? We have over 30,000 members using *My Bean*, a free tool that offers a personalized experience. Members save search criteria (like properties in your town), favorite listings (like yours perhaps), and get emails on hot new listings (the day they come on the market). So, the instant you list with Bean Group **thousands of ready buyers will know**.

Extra Perk: An easy and direct weblink will exist just for your property, to show friends, family, or anyone. Just key in beangroup.com/YourMLS# and there's your property. Simple.



8. We cover the time-proven basics too.

Yes, like our competitors, **we cover all the basics**. We know there will always be buyers who respond to traditional sales methods like open houses, print ads, and local agents talking to neighbors. We make sure the bases are covered.

The traditional marketing items we provide:

- Your home will be on REALTOR.com
- Select advertising in "Homes and Land Magazine"
- Email notification sent to area REALTORS
- Notification to targeted "My Bean" members
- Open House
- High quality white sign post and visible "For Sale" sign

(Footnotes: 1,2,3 C.A.R. Reports, 4, 5 N.A.R. Report, 6 Internal Research)

Let Bean Group find your home's worth.

If you're ready to consider selling your house the next logical step is to find out what it's worth. At Bean Group the process is simple and **takes only a minute** or two. Visit **beangroup.com/sell** and fill out our form online.

Contact us at an office near you...

Bean Group | Portsmouth

72 Mirona Road, Suite 17, Portsmouth NH 03801
phone: 603-766-1980 | fax: 603-457-6495

Bean Group | Bedford

264 S. River Rd, Suite 462, Bedford NH 03110
phone: 603-310-4619 | fax: 603-218-7080

Bean Group | Wolfeboro

10 Endicott Street, Box 450, Wolfeboro NH 03894
phone: 603-569-0700 | fax: 603-569-0949

Bean Group | Meredith

169 Daniel Webster Hwy, Suite 18b, Meredith NH 03253
phone: 603-677-0001 | fax: 603-279-8620

Bean Group | Derry

78 West Broadway, Derry NH 03038
phone: 603-434-4404 | fax: 603-434-8173

Bean Group | Taftsville

7524 Happy Valley Road, Taftsville VT 05073
phone: 802-457-8192 | fax: 802-457-8193