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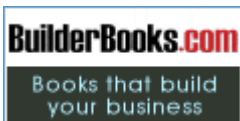
REALTOR.COM LAUNCHES ENHANCED VIRTUAL TOURS OF PROPERTIES



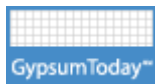
11/19/2003



WESTLAKE VILLAGE, CA -- [Realtor.com](#), the world's number one online home and real estate destination and official Web site of the National Association of Realtors, announced that virtual tours on its site have been upgraded to include new template features and enhancements. Agent photos, contact information and the ability to add multiple photos to a still photo gallery have been added to the new hometour360° virtual tour template, along with property information, map and driving directions as well as three printable brochure options.



"Earlier this year we developed the Realtor.com Marketing System to make the tools Realtors need to better market themselves online more accessible. Our new virtual tour template is just one more tool that we think will give our customers an edge when marketing and promoting their listings," said Allan Dalton, president of Realtor.com. "This year's NAR 'Profile of Home Buyers and Sellers' confirms what we've always known - potential homebuyers, and sellers, look at enhanced listings. Photos were important to 78 percent of those surveyed, and 47 percent thought virtual tours were useful. We considered these important trends when developing the new hometour360° virtual tour template, a template we believe puts agents and their listings in the best light possible."



Since first introducing virtual tours in 1998, Realtor.com has hosted one million virtual tours, more than any other real estate site on the Internet.



This eUpdate posting by: [Steve Joyce](#)



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