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For more information, contact:
Sakara K. Blackwell
Sakara@OptimumWorld.com

OPTIMUM REALTY LLC MEETS CONSUMER DEMANDS UTILIZING THE REALTOR.com® MARKETING SYSTEM

October 18, 2005 – Sakara K. Blackwell of Optimum Realty LLC is standing out on the most viewed page on REALTOR.com®, the search results page¹, by adding multiple photographs and customizing property descriptions to increase the impact of her property marketing efforts for her clients. According to recent research by the National Association of REALTORS®, the most important features for home searchers when searching online are photos and detailed property information.²

Sakara K. Blackwell's efforts online through the REALTOR.com® Marketing System will ensure her clients' properties stand out on the #1 real estate Web site³, REALTOR.com®. In order to help sell her clients' home for the maximum value, Sakara K. Blackwell feels that it is vital to reach the more than 6.1 million consumers each month who, on average, spent 86% of the time they searched for a home online on REALTOR.com®.³ In addition to the property enhancements she can also provide clients with added services such as detailed property marketing/traffic reports.

Buying a home has never been easier. Once Internet users are on REALTOR.com®, they can select from a list of criteria including specific geographic area, price range, size of home, and number of bedrooms and baths, as well as desirable interior and exterior features; and most importantly, they can search by their most desirable feature – the photos². The site pinpoints the best matches from more than two million homes for sale, with results including property details and photographs for their review. This comprehensive real estate Web site enables consumers to easily find homes, REALTORS® and other helpful real estate information 24 hours a day, 7 days a week.

Visit Sakara K. Blackwell's Web site at www.OptimumRealtyLLC.com or contact her at Sakara@OptimumWorld.com to see what she and Optimum Realty LLC are doing for homeowners in the community.

¹ Based on Homestore, Inc. internal study.

² 2003 National Association of REALTORS® Profile of Home Buyers and Sellers

³ Media Metrix May 2004. Time spent searching on comparable real estate aggregation sites.