



newhomefeedTM
fresh listings.

Media Kit 2010



Home builders spoke,
and we listened.

Fresh listings: The most current listings possible instantly broadcast on a wide network of free and fee-based home listing websites.

Home builder web marketing turned upside down: Now builder marketing pros control where listings appear, where potential buyers go, and how much it costs.

More than just quality traffic: Quality traffic, intuitive & robust reports, and help understanding what it all means. Sell more homes, faster, for less money.

New Home Feed solves the three most common marketing problems builders have: getting listings to the right websites; allowing for easy, instant updates from one location; and comprehensive tracking and reporting.

New Home Feed was conceptualized in 2008, funding was secured in 2009, and launched in 2010. Graphic Language, a San Francisco interactive design, online marketing, and web applications agency providing “everything web” to home builder clients since 1996, powers New Home Feed.

New Home Feed Users

Expand reach with a vast, powerful home listing network. Quality traffic to builder websites, unmediated and unhijacked by 3rd party sites. Robust, detailed reports. User-generated feedback on sites participating with New Home Feed. One click is all it takes to get listings everywhere – instantly.

New Home Feed Channel Partners

New Home Feed listing partners (sites where the “fresh listings” appear) get increased inventory – and more money – by accepting New Home Feed listings. Channel management accounts allow for streamlined communication with prospects, as well as one place to manage all quote requests, invoices, and more. Superior traffic from the New Home Feed network is called out to users, meaning opportunity to prove ROI and deliver value to key prospects. Plus, users pay one license fee to easily and affordably syndicate all content, meaning inventory to channels isn’t limited by a bank-breaking price tag.

State of the Industry

In the late 1920's, two companies – Kellogg and Post – ruled the relatively new cereal market. When the market crashed in 1929 and the depression hit, Post did what most companies are tempted to do: curb expenses and cut back on advertising. Kellogg did something different – they doubled their ad budget and moved aggressively into new media.

By 1933, Kellogg's profits were up nearly 30% and emerged as what it is today: the dominant force in the cereal industry.

The cereal wars of the late 1920s have everything to do with the landscape we in the home building industry survey today. As Boyce Thompson points out in Builder Online, 2009 has gone down as the worst year for housing production since World War II. 2009 saw unemployment cross the 10% threshold, foreclosures skyrocketed, and builders who once built dozens if not hundreds of homes annually went out of business. And yet – who can deny that the optimists out there will remember 2009 as a year of reinvigoration?

The real estate market in 2010 is dominated by those who understand how current buyers search, find, and buy new homes. 2010 is the year in which the brave and the bold, who display true creativity and courage to innovate, will reap the rewards of the efforts. Consider: John Burns Real Estate Consulting (JBREC) surveyed 264 home building industry executives from public and private companies and discovered that, among other things, 57% of respondents plan for more revenue in 2010 than in 2009.

Consider: In late December, reports indicated that November 2009 home sales had surged to the highest level in three years, with sales up 46% from the beginning of the year. Peter Flint, chief executive of Trulia.com observed: "There is a significant amount of buyer interest out there." To be sure, the upswing in the market will have bumps, but every indicator shows that when the bad economy is a fading memory, those who thought creatively and spent wisely will be the ones who enjoy continued success.

Gone with the previous decade is the practice of throwing up a billboard while taking out ads in the Sunday paper. Today to sell homes means not just a web site but a nuanced web presence: a user-friendly and intuitive website, cross-branding and cross-messaging on blogs, social media sites like Facebook, and video sites like YouTube. Given that many visitors (upwards of 90%) to a real estate listing site like Trulia or Zillow are unique to that site, to sell homes means having your listings on a multiplicity of websites. And because so many are forced to do more with less, to sell homes means having your homes and your message on these sites, accurately, and easily manageable. Time is not

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available to devote resources to updating and managing content all over the internet.

This is why New Home Feed exists: built with a deep understanding of the market and the times, New Home Feed gets listings where they need to be, across a wide network instantly. And it tells users where the web traffic that

leads to home sales originates. Letting users do more with less, New Home Feed moves homes faster, thereby reducing the sell cycle, thus saving users valuable time, resources, and, yes, money.

New Home Feed will alter the industry by forever changing the marketing landscape in the home builder and real estate space by saving marketers time and money by cost-effectively driving quality web traffic to homes for sale.

New Home Feed is a new solution of interest to anyone whose job touches on marketing or online services for home builders or generally in the real estate space.

New Home Feed History

In 1996, consummate entrepreneur Rick Phillips founded a little company that could in San Francisco: Graphic Language. Emerging from the dot-com dustup, Graphic Language had an ace in the hole: an expertise in the emerging homebuilding web market.

An award-winning interactive design, online marketing, and web applications agency, Graphic Language has a long and storied history of bringing vast knowledge and diverse expertise to master-planned community developers, real estate investors, commercial real estate developers, custom homebuilders, manufacturers, and much more.

As Graphic Language grew, so did the Phillips family. In 2002, Rick married Alexandria Grote (now Phillips), bringing her strong financial background to the team. Then came the company mascot, Sammy, a beautiful and omnipresent mutt. In 2007, Rick and Alex had a baby girl, Serena, who, when at work, provides invaluable cuteness to the office. Graphic Language is and has always been a family-owned company. As such, loyalty to the team is extremely strong and whether the market is soaring or sour, a strong and close group of pros keeps the ship running strong.

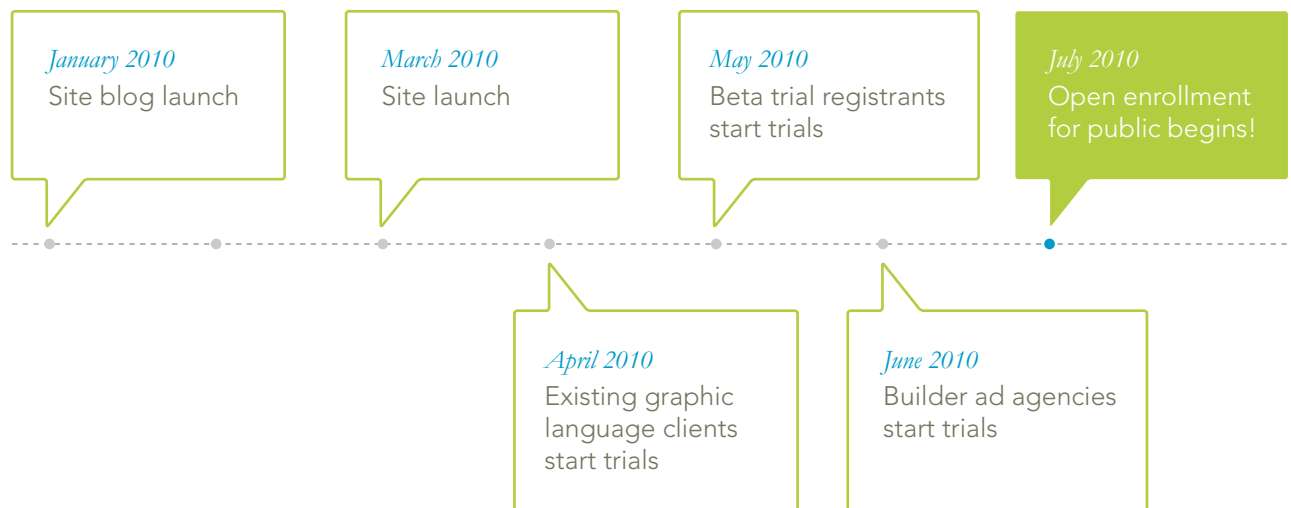
When the financial realities of 2007 and 2008 became stark and clear, the question to the team was: do we attempt to diversify or do we say, "This is our vertical, let's continue to weather the storm with our family of builder clients"? The answer was obvious: weather the storm. And, especially with the excitement of having a new product come on the market, it is clear the right choice was made.

The Graphic Language team has made clients happy over the years because the team is always bubbling with new ideas, and one such idea really had legs: the seed for New Home Feed. At the core of any builder's online marketing strategy is getting listings dispersed on to key websites, but the questions are persistent: how to get the listings out there and how to manage those listings? Indeed, even with listings on certain key websites, understanding the traffic, what visitors are doing, how do visitors reach the website and communities, what ad dollars are working and not working –

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these questions plagued builder clients. And then, a simple idea: what if the listings are automated? What if we take advantage of existing relationships with homebuilders and online listing companies like Trulia, Oodle, and Zillow, simplify and automate the listing products, and then provide extremely intuitive and robust reports that clearly show what's working, and even more


importantly what's not working, online? An extremely strong and talented design and engineering team is in place, the group is small enough to be nimble yet experienced enough to truly understand the wants and needs of clients and the market, and the will and stamina is strong. A team of investors with a strong real-estate track record agreed, watered the already fertile soil, and New Home Feed was born.



Enthusiastic Prospects

Marketing & PR Firm Red Rocket LA

Red Rocket LA is a communications firm with a strong presence in the home builder space with current and past clients such as Ryland Homes, KB Home, Lee Homes, American Premiere Homes and many more. And, Red Rocket is an ideal candidate for New Home Feed. As with all agency users of New Home Feed, the Red Rocket team has a choice: brand New Home Feed with their own agency logos, and turn it over to clients to broadcast and manage listings while getting amazing and intuitive reporting, or use it internally for all of their builder clients (agencies using New Home Feed for their clients get discounted rates for each builder). The agency team can use New Home Feed to save time getting listings online and avoid the classic agency headache of updating listings, and the option exists to simply and safely turn it over to clients.



In addition to simplifying the listing process, what we really like about New Home Feed is how it lets you compare site-by-site listing performance. That's information we use to continually refine our clients' online media plans.

Scott Posner, Principle of Red Rocket LA

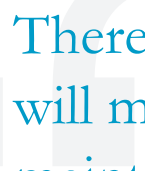
Home Builder SummerHill Homes

SummerHill Homes, a San Francisco Bay Area homebuilder, is an inaugural New Home Feed client. Approached in 2009 by a savvy sales person representing one of the many new home listing websites, Marketing Manager Allison Buffum shared, “The site looks great and we want to be there, but the problem is getting our listings there, and managing them.” Enter New Home Feed. Now Allison and her colleagues will manage

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all of their listings on that site and countless other similar sites, directly from her New Home Feed dashboard. If the pricing on one home at one community or an entire community changes, one click, and the listings are updated everywhere they appear online—with just one click. All the while with the discounted listing rates secured by us for New Home Feed users. Considering the frequency with which

prices change based on new releases and the volume of sites on which listings appear, the time savings are immeasurable when managing everything with New Home Feed. To say nothing of the intuitive New Home Feed administrative and reporting tools, which show all traffic from the listing network, web traffic details for each, and compare referring websites. Moreover, now users like Allison can use New Home Feed to share feedback on sites within the New Home Feed network, thus empowering the SummerHill Homes teams to make the best, most informed marketing choices possible. And, if the SummerHill team has questions, New Home Feed users all get live access to the knowledgeable customer service team, and view agency listing pages for a comprehensive list of agency referral options.



There is no question that New Home Feed will make it easier for us to seamlessly maintain our listings.

Allison Buffum, Marketing Manager of SummerHill Homes



Powered by:
Graphic Language
graphiclanguage.net

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Partial Client List

Appian Homes	Ennis Homes	Pancal Homes
Basin Street Properties	Fitzpatrick Homes	Regis Homes
Braddock & Logan Homes	Florsheim Homes	ROEM Corporation
Bright Homes	Frontiers Community Builders	S & S Construction
CallUsHome.com	Frontier Homes	Smee Builders
Cambridge Homes	Grupe Homes	Shapell Homes
Camelot Homes	Greystone Homes	Shapell Industries Gateway
Capital Pacific Homes	Hauser Homes	Signature Properties
Centrum Properties	KB Home	Stonegate Partners
Classic Communities	Kiper Homes	SummerHill Homes
Corinthian Homes	Lakewood Homes	Summerton Homes
Courtyards At Desert Park	McCaffrey Homes	TCI Builders
Cresleigh Homes	New Homes Magazine	The Planning Collaborative
Custom Dream Homes	The O'Brien Group	Warmington Homes
Dan Ryan Builders	Orleans Homes	Young California Homes
Dividend Homes	Pacific Union Homes	
Drees	Pacific Property Company	

Contact

Free trials and personal custom tours of New Home Feed are available remotely or in person. Interviews are available by request. Please contact Robert O’Shaughnessy, Vice-President of Marketing and Public Relations, 415.836.6760, or send an email to roshaughnessy@newhomefeed.com

More information can be found at newhomefeed.com and blog.newhomefeed.com

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