

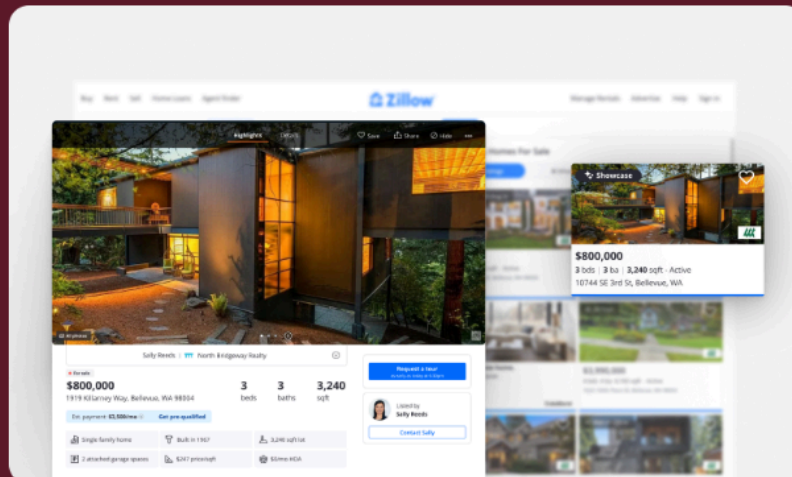
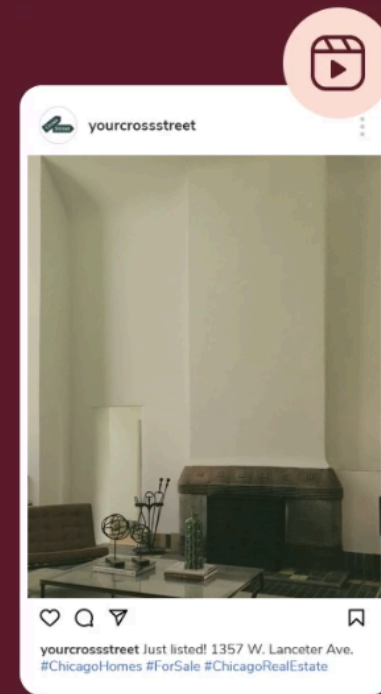
# What Sets Us Apart

## Your Home in the Spotlight

We'll go above and beyond to market your home. Our dedicated marketing team wants your house sold just as much as you do—and they'll custom-fit a marketing strategy to make it happen. From traditional ILS and MLS listings to out-of-the-box digital marketing, your listing will find its way to the right buyer.

### Our marketing capabilities include:

- Syndicated across top listing sites
- Professional videography and photography
- Feature on our socials
- Digital advertising
- Custom collateral (mailers, flyers, brochures, etc.)
- Custom listing website



## Zillow Listing Showcase

The Cross Street sales team is a part of a small group of brokers who have been given access to Zillow's Listing Showcase™. This new service gives our agents the tools to highlight a home's best features and give buyers a deep understanding of the home before they ever step inside. The entirely new artificial intelligence-powered Showcase listings feature high-resolution scrolling hero images, room-by-room photo organization, interactive floor plans and more. These listings combine the power of AI with the nuance of our deep local expertise to create a premium experience for shoppers not found anywhere else.