

Premium Membership for Professionals

Also available online at <http://www.LoopNet.com/pdf/PremiumMembership.pdf>



LoopNet's Premium Membership for Professionals provides commercial real estate professionals with maximum exposure for their properties, access to more information, lead lists and improved listing and searching tools.

Maximize Listing Exposure

Premium Membership for Professionals optimizes your listings by making them stand out with premium placement in the search results and expanded property descriptions, immediately exposing them to more than 1.5 million LoopNet members. No other commercial real estate listing service can compare. Alexa and comScore Media Metrix, the leading sources of internet audience measurement, both identify LoopNet as the leader for commercial real estate internet traffic.

- ▶ Alexa ranks LoopNet.com #1 in the world for commercial real estate traffic.
- ▶ comScore Media Metrix ranks LoopNet.com #1 in commercial real estate traffic with 775,000 unique visitors every month.

Access ProspectLists and Professional Tools to Market Your Listings

Generate a list of qualified leads and send customized emails to market your listings with LoopNet's Premium Membership for Professionals. And there's more... produce high-quality brochures, plot multiple properties with satellite imagery technology, or view exposure statistics on your listing.

Why Choose Premium Membership?

Premium Membership is the #1 tool used by leading real estate professionals for marketing and searching commercial properties. The chart below compares benefits of LoopNet's Membership options.

Benefits Comparison Chart	Basic Membership	Premium Membership	
		Searcher	Professional
Unlimited searching access	Limited	✓	✓
Reporting from search results		✓	✓
Mapping from search results		✓	✓
Reporting from My Saved Properties		✓	✓
Daily email alerts	Weekly	✓	✓
Product discounts		✓	✓
Saved property folders		✓	✓
Listing status	Basic	Basic	Premium
Listing exposure to all searchers	Limited	Limited	✓
Premium placement in search results			✓
Expanded property description search results			✓
Thumbnail photos in search results			✓
Reporting from My Listings			✓
Mapping from My Listings			✓
ProspectList			✓
Exposure statistics			✓
Controlled access marketing			✓
Email a listing			✓
ListingsLink			✓
Professional Profile			✓