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AgentAdvantage Launches Learning Center for Real Estate Agents
AgentAdvantage Learning Center helps real estate professionals grow their business

NORFOLK, Va., October 16, 2007 -- AgentAdvantage, powered by Homes.com (www.homes.com), a division of Dominion Enterprises, has launched the AgentAdvantage Learning Center (www.learningcenteradvantage.com), a Web site designed to help real estate agents grow their business through Internet marketing and industry best practices. The free service provides agents online tutorials, how-to videos, free online classes and a catalog of articles covering everything from recruitment strategies to public relations advice.

“Many agents come to AgentAdvantage in search of comprehensive marketing solutions,” says Jamie Clymer, AgentAdvantage and Homes.com Vice President and General Manager. “We recognize that simply selling a product is no longer sufficient. Agents want, and deserve, results from their marketing efforts. The AgentAdvantage Learning Center offers them every tool needed to successfully grow their business.”

The easy-to-navigate site offers five main areas of information. **eLearning** connects agents to a library of recent articles on lead generation and Internet marketing, the AgentAdvantage blog, Industry news feeds and the AgentAdvantage newsletter. **Online Sessions** offers live and recorded training classes. Topics include tutorials on search engine optimization led by industry experts and product education sessions led by AgentAdvantage and Homes.com professionals. The **Customer Center** provides a library of articles, how-to videos, help guides, and testimonials for agents using AgentAdvantage products. **Get Started** presents three additional areas of information on kick-starting a Web site, Internet marketing tips and a plethora of articles on how to maintain a Web site. Finally, the **Archives** area is a library that offers agents more than 100 articles and videos—and growing every day—with tips on everything from qualifying a buyer to how to use automated e-mail to building a multicultural recruitment strategy.

“Learning Center programs provide agents with valuable resources on how to build their real estate business, along with covering the basics of using AgentAdvantage products,” explains Patty McNease, Homes.com and AgentAdvantage Director of Member Services. “The Learning Center is a real-time tool that fits busy real estate professionals’ schedules, plus delivers another high-quality service to customers.”

Whereas similar sites come with hefty price tags for education, technical advice and resource materials, AgentAdvantage and Homes.com bring their expertise to clients and non-members for free. With the introduction of the Learning Center, AgentAdvantage leads the real estate industry into the future.

To explore this unique resource of tools, visit www.learningcenteradvantage.com.

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ABOUT AgentAdvantage

Powered by Homes.com, Agent Advantage leverages more than 10 years experience in providing online marketing solutions to the real estate industry. Products and services include custom designed websites, search engine optimization, search engine marketing, email marketing, and lead generation. For more information, visit AgentAdvantage.com.

ABOUT HOMES.COM

Homes.com, a division of Dominion Enterprises, is one of the nation's leading providers of online real estate services, including property listing exposure, website development and innovative marketing solutions. More than 3 million homebuyers visit Homes.com each month to search thousands of listings of homes for sale across the country. The company is headquartered in Norfolk, Virginia, with offices in San Diego and Tallahassee, Florida. For more information, visit <http://www.Homes.com>.

ABOUT DOMINION ENTERPRISES

Dominion Enterprises, headquartered in Norfolk, Virginia, is a leading media and information services company serving employment, real estate, automotive, recreation and industrial markets in the United States. The company operates a variety of technology businesses that offer Internet marketing, Web site design and hosting, lead generation, CRM, and data capture and distribution services including Advanced Access, PowerSports Network, and Dealer Specialties. The company has more than 500 paid and free magazine titles such as *The Employment Guide*, *For Rent*, *Harmon Homes*, *Boat Trader*, *Cycle Trader* and *RV Trader* with a combined weekly circulation of over 5 million, and more than 40 market-leading Web sites such as EmploymentGuide.com, ForRent.com, Homes.com, and TraderOnline.com, reaching more than 8 million unique monthly visitors. The company has more than 7,200 employees nationwide and 2006 annual revenue of more than \$850 million. For more information, visit www.DominionEnterprises.com.

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