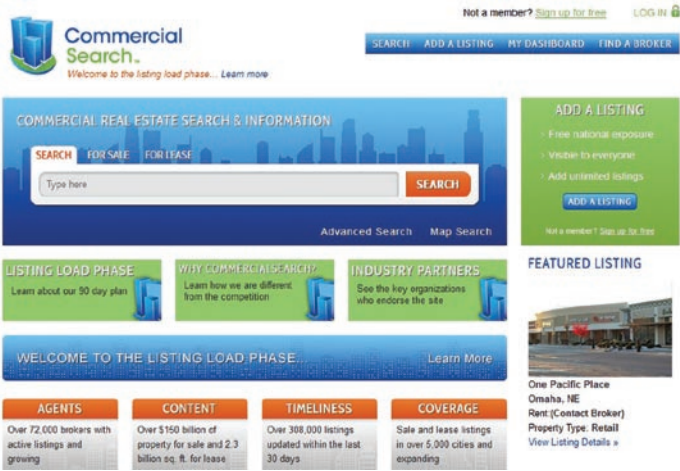


- ✓ **Xceligent – special pricing.** Xceligent has launched an aggressive national expansion to provide fully researched commercial real estate information to assist real estate professionals working with appraisers, owners, investors and developers. REALTOR® members receive preferred pricing on Xceligent services.



- ✓ **Commercial Search.** Xceligent has also developed CommercialSearch.com — the new national marketing platform alternative for commercial real estate professionals. This site accepts feeds as well as individual listings – FREE. The site is in soft launch currently – meaning it’s an open and active site however the site is still being tweaked based on user feedback. CommercialSearch.com gives your listings maximum exposure.



- ✓ **Educational opportunities – signature speakers series.**



Expect more.



- ✓ **Other REALTOR® pricing benefits** on wide array of merchandise and services.

For more information, contact:

 **OMAHA
AREA BOARD OF
REALTORS®**

Doug Rotthaus, CEO 402-619-5550
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Advocating for REALTORS® and
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Omaha Area Board of REALTORS®

The face of the REALTOR® organization is changing, and the Omaha Area Board of REALTORS® invites you to explore new opportunities targeted toward commercial broker membership. Today, membership in the REALTOR® organization benefits commercial practitioners like never before and at no additional cost, commercial members enjoy a host of benefits:

- ✓ **RPR® Commercial** is a new benefit of membership that empowers commercial practitioners with the ability to create custom reports for clients, utilizing a single-source parcel-centric database. RPR Commercial helps you target locations with customer concentrations, locate the right types of businesses for your space, and find the best property by using demographic, psychographic and spending data.

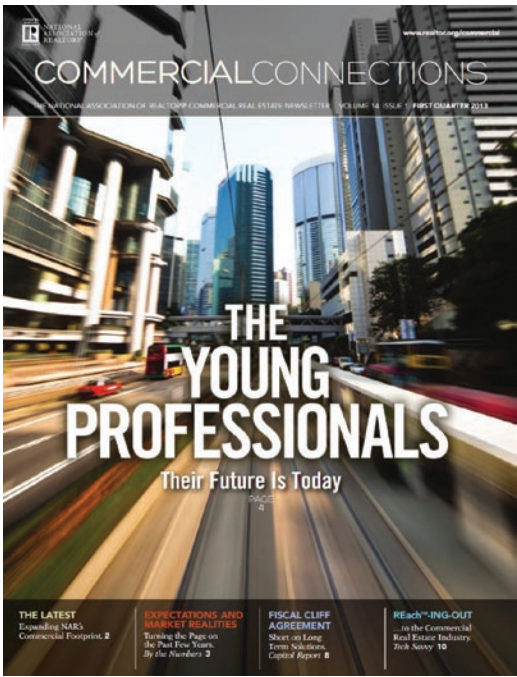


RPR is not consumer facing. Only REALTORS® have access and may run analyses, search properties and/or create maps and reports. RPR Commercial is a one stop spot for comprehensive market information and analysis. RPR is a benefit included in REALTOR® membership. The idea behind this research tool is to provide REALTORS® with information that enhances their position within the marketplace; ultimately saving them time and money. RPR Commercial features include:

- Business Opportunities Analysis
- Detailed Location Analysis and Reporting
- Property Information Search and Reporting
- Market Analysis-Customer Concentrations
- Market Leakage Reports, Demographic
- Lifestyle and Consumer Segmentation
- Trade Area and Analysis Reporting
- Drive Time Ring Analysis
- Thematic Mapping with Custom Search tools



- ✓ **Commercial news, and research reports** subscriptions analyze commercial activities across the country on a continual basis.



- ✓ **Local, state and national public policy and advocacy** for the real estate industry and for the rights of real estate ownership. You can strengthen your voice through the three levels of the REALTOR® organization.

Local interaction with City and County officials are making a difference in the Omaha area. Efforts taking place at the local and state levels include the Omaha Area Board of REALTORS® expanding its staff to include a Governmental Affairs Director to coordinate local and state efforts. The Nebraska REALTORS® also Employ a Governmental Affairs Director, and lobbyist Radcliffe and Associates represent the interests of REALTORS® at the state legislature.

Nationally, the REALTORS® are always part of the discussion on issues of importance to commercial practitioners – such as the Financial Accounting Standards Board’s (FASB) lease accounting proposal or the recent five-year extension of the National Flood Insurance program.

