



## **SNHBA Partners with Builders Digital Experience to Help Area Builders Promote Their New Homes and Communities**

### ***SNHBA.com Will Now Feature Listing Information For Southern Nevada New Homes At No Charge To Member Builders***

February 24, 2010 – Las Vegas, NV -- The Southern Nevada Homebuilders Association (SNHBA) recently partnered with Builders Digital Experience (BDX) to offer a new program for Builders to promote the sale of new homes. Now, visitors to SNHBA.com will be able to search for new homes online directly from the association's website. As part of the agreement, member builders will be able to list their homes and communities on the website at no charge.

The new home listing section of SNHBA.com is powered by BDX's leading new home website, New Home Source. Listing properties on SNHBA.com, will allow builders to reach customers who are actively searching for new homes. Member builders who participate and list their homes will see high quality leads, traffic to the builder's website, and traffic into builder communities. In addition to the free listing on SNHBA.com, builders can easily expand their reach to include NewHomesource.com, AOL Real Estate, Yahoo! Real Estate, Truilia, Zillow, HomeGain, Frontdoor, and more than a dozen additional sites.

Here are the highlights of the new program for Southern Nevada builders:

- FREE listing on the SNHBA.com website for all member builders.
- The one-time implementation fee of \$85 is waived
- Optional access to a network of leading internet home shopping portals with a reach of more than 22 million home shoppers at special HBA member pricing

Builders who list homes on the site will enjoy:

- Comprehensive listings including images, floor plans, community information, mapping, video links and virtual tour links
- Automated eBrochure responses to sales leads sent every two minutes
- East-to-use search tools enable consumers to narrow results based on home size, amenities, school districts, and more
- Automated data collection available at no additional charge to keep builder data current

BDX will be hosting a workshop at the SNHBA office on March 17<sup>th</sup> to provide all the details about the new listing opportunity and provide step-by-step instructions for getting started with the program. For more information, builders can contact Chad Bria at 480.370.3141 or by email at [CBria@theBDX.com](mailto:CBria@theBDX.com).

#### **About BDX**

Builders Digital Experience, LLC (BDX) a joint venture from Move, Inc. and Builder Homesite, Inc. combines the industry's leading new home resources, and offers new home builders innovative online marketing solutions, streamlined customer service and support, and greater value. BDX is based in Austin, Texas and operates, NewHomeSource.com from Builder Homesite, Inc., and the new home channel from Move.com. Additional services include mobile marketing capabilities, interactive floor plans, photo realistic renderings, video and rich media production, email creative and fulfillment services, and digital marketing products for real estate professionals. For more information, visit [www.theBDX.com](http://www.theBDX.com).

#### **About SNHBA**

The Southern Nevada Home Builders Association is dedicated to enhancing the quality of life by meeting the housing and community development needs of Southern Nevada. Founded in 1953 by 12 local homebuilders and incorporated with the State in 1954, the Southern Nevada Home Builders Association ranks as the oldest and largest local trade organization representing the residential construction industry. It has about 300 members, working in all facets of the homebuilding industry. For more information visit [www.snhba.com](http://www.snhba.com).