

Privacy Policy, (Updated January 2010)

The Site is committed to protecting the privacy of its users. This privacy statement discloses our information gathering and dissemination practices for this Web site (the "Site"). Your consent to the collection and use of information described herein is evidenced by your accessing our Site. Upon any change to our Privacy Policy, we will post a new version on our Site and update the date. Please check the date of our Privacy Policy whenever you visit this site to determine whether the Privacy Policy has been updated. Any changes or modification will be effective upon posting of the revisions.

Information We Collect

-Personally Identifying Information

The Site is committed to making your experience with us satisfying and safe. Our data collection policies allow you to choose how much information you provide to us. The services our Site provides to homeowners and the general public relate to home-selling and buying, such as estimates of current market value of homes, moving costs, and mortgage or finance costs. Plus we offer access to a third-party provider of MLS information. When you register for The Site's online services, we use your personally identifying information to provide the service for which you have registered. To provide these services, we forward information that we collect from homeowners and the public to a licensed real estate agent or broker.

If you are a homeowner, we collect personally identifying information, including your name, address, phone number, e-mail address, and information about your home and moving plans. You may also provide us with your e-mail address if you wish to register to receive our newsletter, which contains a variety of useful information. Regardless, your personally identifying information is collected from our Site - only if you supply it by voluntarily entering it on our Site.

-E-mail Addresses

The Site offers you the ability to control the email communications we make to you. We collect e-mail addresses to provide our services. Except for customer service and current topic emails, we will only send you e-mails with information you request from us. Those homeowners who receive our newsletter may, at any time, opt-out of receiving future newsletters. Except as described in this policy, we will not disclose your email address to any third party without your consent.

Aggregate Information

We collect aggregate, anonymous information about you and your use of our services. Such aggregate information includes, without limitation, site traffic, page views, and impressions. For instance, we may know that a number of people have visited this Privacy Policy web page, but we do not necessarily know their names, where they live, or

any other personally identifying information. We may use this aggregate information for our use internally only. Additionally, we may disclose or use in any manner any and all aggregate information, provided that such information does not personally identify you.

Use and Disclosure of Data

Internal Use of Personal Information

The Site collects information online to allow you to use our services. We request and use personal information internally to serve our users, to deliver the services you are requesting, and to allow us to provide you with a personalized online experience. The personal information you provide allows us to complete your transactions, to maintain our Site, to respond to customer support inquiries, and to send our e-mail newsletter to those users who have requested it. The following section should provide you with an understanding of when we disclose personal information to third parties.

Disclosure of Personal Information

Except as provided herein, The Site will not share, rent, loan, trade or sell your personal identifying information to third parties without your permission. We may disclose your information for marketing purposes unless, in certain transactions, you have chosen not to receive such communications. We may also disclose your information when necessary to protect our rights or property. The Site may be required by law enforcement or judicial authorities to provide your personally identifiable information to the appropriate governmental authorities. If requested by law enforcement or judicial authorities, we will provide this information upon receipt of the appropriate documentation. The following section describes in more detail these disclosure circumstances.

Your Consent: With your consent, we will disclose personal information. We may obtain your consent in writing, verbally, through online means or as part of a separate agreement. This policy will be updated as necessary to reflect any new services offered in the future that require disclosure of personal information or other uses of personal information not addressed in this policy.

Internal Analysis: We may use information about you to conduct internal analysis and statistics, such as to estimate audience size, measure aggregate traffic patterns, or to understand demographic, demand, purchasing and other trends among our users. Such analyses and statistics may be disclosed to third parties provided that such personal information is used only for the performance of these tasks.

Transaction Processing: We disclose personal information to third parties as necessary to provide you with your requested services or to enable a third party to perform services on our behalf. Any third party acting on our behalf will be asked to follow our privacy practices. As stated above, to provide you with your requested services, we forward your personal information to real estate professionals. In so doing, we only forward your personal information to one real estate agent. Only if the real estate agent is unable to

fulfill your request in a reasonable time will we forward your information to an alternate service provider to ensure that your request is fulfilled. In either case, that real estate professional may contact you via e-mail, telephone or other means at his or her discretion. Third parties may work independently of The Site. We, therefore, do not regulate how these third parties use your information and are not responsible for removing your information from any third party lists. You should contact the third party service providers directly to be removed from their lists.

Protection of The Site and others: The Site may be required by law enforcement or judicial authorities, such as by subpoena, warrant or court order, to provide personal information to the appropriate governmental authorities. If requested by law enforcement or judicial authorities, we will provide such information. We will also disclose your personal information when necessary to enforce or apply our policies, to initiate, render, bill, and collect for amounts owed to us, to protect our or our users' rights, property or safety; or to protect our users from fraudulent, abusive, or unlawful use of, our Site, or if we reasonably believe that an emergency involving immediate danger of death or serious physical injury to any person requires disclosure of communications or justifies disclosure of records without delay.

Business Transfers: In the event of any merger, acquisition, debt financing, sale of company assets, insolvency, bankruptcy or receivership, we may disclose your personal information when such information should be transferred as one of the business assets of the company.

Security

The Site endeavors to operate a secure data network and we use commercially reasonable efforts to store and maintain personally identifying information to protect it from loss, misuse, alteration or destruction by any unauthorized party. We can assume no liability if our security measures are breached by a third party, human error or acts of god.

Children

If you are under 18 years old, you should not register for our services. We do not intend, and this site is not designed, to collect personal information from anyone under the age of 18.

Prohibited Parties

THIS SITE IS ONLY FOR USE BY THE GENERAL PUBLIC FOR NON-COMMERCIAL USES. Any information gained from the use by Prohibited Parties or their nominees can and will be used in civil and criminal enforcement of our Terms of Service.