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### **Hill & Co. Real Estate Launches Next Generation Website**

San Francisco, CA – April 13, 2010 – Hill & Co. Real Estate announced today that it has launched its next generation website. The new site includes extensive San Francisco market reports, property videos, enhanced international search, a “Build Your Dream Home” tool and links to the company’s Facebook, YouTube and Flickr channels. The adoption of social media marks a remarkable milestone for the venerable, family owned San Francisco brokerage, founded in 1956.

Jay Costello, President of Hill & Co. said, “For the last several years we believe we have advanced our technology and marketing immeasurably. The new website is a wonderful expression of that progress, and we believe it will become a destination for those all over the world who want to know more about San Francisco real estate.”

The web address is the same, [www.hill-co.com](http://www.hill-co.com), but virtually everything else has changed. The site makes searching for homes in the City easier than ever. Visitors can search all of the City’s MLS listings by address, neighborhood, zip code or MLS number. The search results automatically display locations on a map, along with property information and photographs, and links to still more information.

The site’s homepage is designed in three horizontal layers for ease of use. The top layer provides access to city-wide listings and broader information about the market. The second layer provides information on Hill & Co. and its listings. This layer also includes a featured property video and links to the company’s social media channels.

The third layer is an abridged site map of sorts, ensuring that any page on the site is just one click away. This third layer is constant, and appears on every page as visitors move about the site.

Two new features are particularly noteworthy, “Click to Chat” and “Build Your Dream Home”. The “Click to Chat” button enables visitors to instant message Hill & Co. representatives in real time, and get answers to their questions without having to sign in. The “Build Your Dream Home” button turns the typical home search tool on its head.

Visitors imagine their dream home, choosing the style, finish and views they prefer. More often than not, that home exists and is for sale, and is presented accordingly.

“We looked at websites inside and outside our industry in developing this site,” said Mr. Costello. “We took what we saw and built a site that is pleasing to the eye, easy to navigate and rich with valuable information on San Francisco and our local real estate market.”

### **Hill & Co.**

Founded in 1956, Hill & Co. Real Estate is a San Francisco brokerage long associated with the City’s finest properties. With four offices and nearly 100 full-time agents, the company enables clients to successfully navigate San Francisco’s complex real estate market. Two additional Hill & Co. offices provide property management and rental services. For more information, visit [www.hill-co.com](http://www.hill-co.com).

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