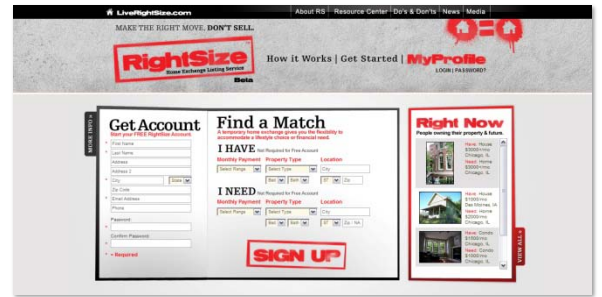




RightSize is a premier real estate exchange listing service that provides a network whereby members, who continue to own their property and pay their mortgage, can temporarily exchange their real estate with that of another. AdEasel became involved with RightSize in its infancy providing everything from branding and web development to database design, user interface and user experience. RightSize gives its members a cost-effective alternative to a real estate sale or purchase and allows them the flexibility to accommodate a lifestyle choice or financial need.



LiveRightSize.com

*The Premier Online Real Estate Listing & Exchange Service for Lifestyle & Financial Need*



RightSize was initially developed to function outside of the traditional real estate market as an alternative tool for members to find real estate solutions due to their lifestyle choices or financial needs. AdEasel created the RightSize brand to play off of its slightly subversive roots by implementing design styles reminiscent of urban art on the sides of walls and buildings.

**Communication**



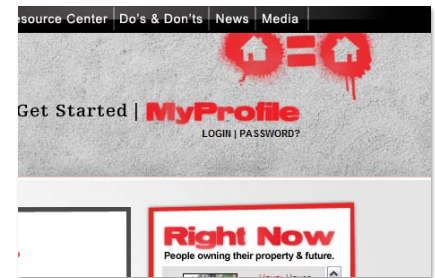
AdEasel developed a communication system uniquely tied into the property database allowing members to initiate contact with other property owners with whom they are interested in exchanging homes. A private email message and the property ID of the sender is sent to the property owner informing them of the interested party.

**Sign Up Now**



The user experience was created by AdEasel as both a way for people to sign up quickly for a free account to search viewable properties and as a way to convert free accounts to paid members once users become familiar with the site and want to list their own property. To facilitate this AdEasel created a form on the homepage which gathers Haves and Needs.

**My Profile**



Once RightSize members have signed up for a paid account and have listed their property they can control their listing information and personal communications through the MyProfile section of the site. Here they can upload new images, create property descriptions, communicate with other property exchangers, and control their Haves and Needs.

*Download additional case studies and learn more about our agency at [www.AdEasel.com](http://www.AdEasel.com).*