



Buyers Look Online First

- According to the National Association of Realtors:
 - Nearly 9 out of 10 buyers search for homes online
 - Among buyers aged 25 to 44, 94% use the Internet to search for a home
 - Internet buyers' incomes are 33% higher than traditional buyers
 - More buyers find their homes on the Internet than through signs, home builders, or print ads combined
 - The Internet is the only medium to grow in customer use since 2003
 - 87% of buyers use the Internet to search for a home
 - 81% of buyers consider the Internet to be "Very Useful"
 - 81% of buyers consider the real estate agent to be "Very Useful"
 - By contrast, only 29% consider print ads to be "Very Useful"
- As reported by Harris Interactive 2009:
 - 62% of U.S. home buyers use online sites to find open houses, while only 31% use print sources
 - Online sources are the primary vehicle for 41% of home buyers looking for open house information

