

WHERE THE BUYERS ARE

While buyers use a variety of resources to research properties for sale in their area, the vast majority find their new home online and with the help of a real estate professional*.

How Buyers Search for Homes

Real Estate Agent	87%
Mobile or Tablet Search Device	76%
Open House	53%
Yard Sign	41%
Online Video Site	41%
Home Builder	18%
Print Newspaper Advertisement	10%

Where Home Buyers Found the Home They Purchased

Internet	51%
Real Estate Agent	28%
Yard Sign/Open House Sign	7%
Friend, Neighbor or Relative	6%
Home Builder or Their Agent	5%
Directly From Sellers	3%

