

Use of the Internet

Home buyers who searched on the Internet were actually more likely to use a real estate agent to complete the home search and close the transaction.

- ◆ *74% of home buyers used the Internet as an information source in their home search*
- ◆ *69% of home buyers who used the web found using the Internet in their home search to be “very useful”*
- ◆ *84% of buyers found detailed property info very useful*
- ◆ *84% of buyers found photos very useful*
- ◆ *72% of agents used the Internet as a method to market their home*
- ◆ *53% of buyers used the Internet frequently as part of their home search*

