

FACT: Today's homebuyers start their property search online. And one in every seven searches are done on a mobile device. At Realty World, our focus is to maximize your property's exposure to the fastest growing segment: **mobile**.

Yes, homebuyers do lots of research online. But they still insist and thrive on getting in their car at all hours of the day, any day of the week to personally check out homes and neighborhoods. Wouldn't it be great to put your home's information right in the car with them?

With Realty World's Mobile Connect, you can. The yard sign in front of your home will contain instructions for buyers to get detailed information about your property by sending a text message or scanning a special QR (Quick Response) code. Your home's listing information and photos will be automatically sent to their cell phone. In real time.

And then we will have that potential buyer's mobile number, so we can follow up, answer any questions or schedule a tour.



Mobile Facts:

- Mobile-based searches make up one quarter of all searches. *(The Search Agency)*
- Use of mobile search has **grown by 500%** over the past two years. *(Econsultancy)*
- Half of all local searches are performed on a mobile device. *(Microsoft Tag)*
- 73 percent of mobile searches **trigger follow-up actions**. *(SearchEngineLand)*
- 70% of all mobile searches result in action within 1 hour. *(Social Media Today)*
- In the US, **25% of Internet users are mobile only**. *(Trinity Digital Marketing)*
- 45 percent of users between 18 and 29 use mobile search daily. *(Icebreaker Consulting)*
- 81 percent of people **prefer mobile** for its convenience and speed. *(Vocus Blog)*



Realty World's **Mobile Connect**. Just another way we bridge the online and offline homebuyer experience.