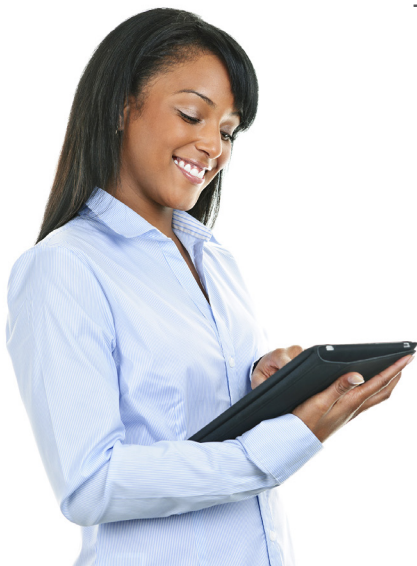


**Today's homebuyers** begin their search for properties and information on the Internet. Online and mobile real estate searches have grown each year while the use of print media in home shopping continues to decrease. The Internet (82%) and your Real Estate Agent (78%) are the top two most useful information sources for homebuyers (*National Association of Realtors Home Buyer and Seller Generational Trends 2013*).

Want to maximize your profit within a timeline right for you? Marketing your home online is essential in reaching the broadest audience of buyers. We create high quality, professional online marketing of your home with direct avenues to communicate with us for quick, responsive access to more information and showings.



## Information Sources Used in Home Search\*

Source	Homebuyers
Internet	90%
Real estate agent	87%
Yard sign	53%
Open house	45%
Print newspaper advertisement	27%
Home book or magazine	18%
Home builder	17%
Billboard	5%
Television	5%
Relocation company	4%

## Usefulness of Information Sources\*

Source	Homebuyers
Internet	82%
Real estate agent	78%
Home builder	47%
Open house	38%
Yard sign	34%
Relocation company	30%
Billboard	26%
Print newspaper advertisement	21%
Home book or magazine	19%
Television	19%

\*2013 National Association of Realtors Profile of Homebuyers and Sellers

**76%** of all homebuyers found the home they purchased from the Internet or their real estate agent.



In addition to **expansive online marketing** and easy access for more information, we feature your home on the top sites searched by homebuyers.

Why feature your property? Premium placement gives you greater exposure and displays your property at the top of the search results, above competing listings, giving you up to 500% more buyer traffic.

### Top 10 Visited Real Estate Sites\*



Website	Visits Share
Zillow	17.4%
Trulia.com	9.1%
Realtor.com <small>where home happens</small>	7.9%
Yahoo! Real Estate	5.0%
Homes.com	2.6%
MSN Real Estate	2.0%
Apartment Guide	1.7%
Movoto	1.4%
Apartments.com	1.2%
Redfin	1.2%

\*Experian data as of April 2014

### With Realty World Your Home Will Be Featured On:



- 12 Million + unique visitors a month
- 2.5 Million are first-time homebuyers
- 8.8 Million mobile app views a month
- Featured listings can receive six times the amount of consumer buyer traffic



- 23.9 Million + unique visitors a month
- 260 Million page views a month



- 16.5 Million unique visitors a month
- 2.6 Million property views



- 12.5 Million unique visitors a month
- 190 Million page views so far
- 63 Million monthly mobile page views on mobile site and apps