



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 (86%) and your Real Estate Agent (79%) are the top two most useful information sources for homebuyers (National Association of REALTORS® Profile of Home Buyers and Sellers, 2016).

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	95%
Real estate agent	92%
Mobile or tablet search device	72%
Open house	50%
Yard sign	49%
Online video site	37%
Print newspaper advertisement	16%
Home builder	14%
Billboard	4%
Television	3%

Usefulness of Information Sources*

Source	Homebuyers
Internet	86%
Real estate agent	79%
Home builder	45%
Open house	40%
Yard sign	33%
Relocation company	33%
Billboard	24%
Television	24%
Print newspaper advertisement	17%
Home book or magazine	16%

**2016 National Association of Realtors Profile of Homebuyers and Sellers*

85% 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 display your home on hundreds of websites searched by homebuyers.

The power of our **National Listing Distribution program** gives your home unparalleled exposure to all key homebuyer searched websites and the best opportunity to sell your home for the highest price possible. Here are some of the national websites that your home will be syndicated to:



- 36,000,000 estimated unique monthly visitors



- 20,000,000 estimated unique monthly visitors



- 23,000,000 estimated unique monthly visitors



- 5,000,000 estimated unique monthly visitors

ebizmba.com, Alexa.com, Statista.com

- o StreetEasy.com
- o cnn.com
- o fortune.com
- o GetMLSInfo.com
- o money.com
- o HomeseekerUSA.com
- o MyAreaNetwork.com
- o SearchUSMLS.com
- o comcast.com
- o SFExaminer.com

- o opinion-tribune.com
- o TheTimesHerald.com
- o MiamiHerald.com
- o ChicagoTribune.com
- o herald-progress.com
- o DirectHomes.com
- o LosAngelesTimes.com
- o DelawareOnline.com
- o DailyRegister.com
- o AZCentral.com

- o BaltimoreSun.com
- o StarTelegram.com
- o ElsberryDemocrat.com
- o HeraldChronicle.com
- o HDHomes.com
- o TheSunChronicle.com
- o CommerceCitySentinel.com
- o EveningTribune.com
- o DailyPress.com
- o and hundreds more!



