

Findings from the 2005 NAR study of Home Buyers and Sellers

The Importance of the Internet

82% of first time homebuyers used the Internet in their home search

78% of repeat buyers used the Internet in their home search

77% of all homebuyers used the Internet in their home search

74% of buyers who searched online drove by or looked at a home they first saw on the internet

Information Sources used in Home Searches

Real Estate agent	90%
Internet	80%
Yard Signs	71%
Open House	51%
Newspapers	50%
Home Books	38%
Home Builders	36%
Television	25%
Billboard	19%
Relocation Company	15%



Company Name
Address Line 1
Address Line 1
City, State Zip

Usefulness of Information sources for buyers:

69% of buyers found the Internet VERY useful as an information source in their home Search, while only 29% found newspapers very useful.

Office: 555 555 5555

Source: National Association of Realtors 2006



Brad MacLay, CRS
MacLay Real Estate
9653 S 51st st
Phoenix, AZ 85044
Office: 480-980-5121
bradmaclay@cox.net

