

## Imaging & REALTOR.com® Stats

### Virtual Tours

- Virtual tours have become one of the most important tools for selling a house. 92% of home buyers consider the addition of property photos to an online listing to be very important. (NDP Group, Sept 2000 The average online listing with a virtual tour receives 38% more views than listings without tours. (REALTOR.com® internal logs. July 2001)
- Virtual tours are like having a 24x7 open house – available online without agents or the home seller having to show the property. It's a tool to help you and consumers pre-qualify properties, saving everyone time!
- In November 2001 the Find Out More feature included with HT360 tours generated 6351 direct email leads to agents right from the tour. In December 2001 the Find Out More feature generated more than 4703 direct email leads. (Source: Internal logs, Nov., Dec., 2001)

### REALTOR.com®

- The average virtual tour on REALTOR.com® receives an average of 13 hits per day and each scene gets four views per day. (Summary Tour Traffic Report, Internal iPIX® logs. Nov 2001)
- More than 2 million people per month are using REALTOR.com®, the official site of the NAR. (Jupiter Media Metrix, Dec. 2001)
- Post your tours to the #1 real estate Web site – REALTOR.com with more than 1.7 million listings. (Net Ratings, Sept. 2001)
- Homestore Technology Operations Team supports the world-class infrastructure that drives Homestore's Internet presence 24 hours a day, 7 days a week, 365 days a year. (Internal)
  - Loads 450 million pages per month.
  - Online listings are updated every other second
- In December 2001 the Homestore™ Network attracted 8.07 million unique users. Users spent 125.08 million total minutes and approximately 9.1 minutes spent per individual visit on Homestore sites in December. (Jupiter Media Metrix. Dec. 2001)
- Roughly 50% of our visitors are “actively shopping”. Of those actively shopping, 94% say they have found a home/homes that they are interested in on REALTOR.com®. (this means that, of our total visitors, just under 50% say they have found a home they are interested in.) (REALTOR.com® Web Site Visitor Survey, November 2001.)



Internal survey data shows that users are more satisfied with their experience on REALTOR.com® than on HomeAdvisor. (Realtor.com-Homeadvisor Usability Comparison Test, October 2001.)

Homes/properties are viewed over 400 million times per month on REALTOR.com®. (Jupiter Media Metrix, Dec. 2001)

### **Internet Homebuyers (2001 CAR Study)**

- Homebuyers are becoming much more Web savvy. 60% of homebuyers are using the Internet to get homebuying information. By 2005, Jupiter Research predicts that number will be as high as 80%. (NAR, Jupiter Research. Oct 23, 2001 Realty Times)
- Internet homebuyers are more educated and invest significant time investigating the housing market and financing options before contacting a Realtor. Internet buyers spend nearly three times as much time investigating real estate markets before contacting a Realtor than traditional homebuyers. By the time Internet buyers contact an agent, they have a good understanding of what they want, where they want to live and what they can afford. (2001 CAR study)
  - Internet buyers spend 4.6 weeks investigating homes and neighborhoods before contacting a Realtor as opposed to 1.9 weeks for traditional homebuyers. (2001 CAR Study)
  - Most Internet homebuyers (89%) use the Internet in the home buying process before they start to look for a specific home.
  - Internet homebuyers start using the Internet very early in the home buying process and before selecting a real estate agent.
- Since Internet buyers typically have a good understanding of what they want, where they want to live, and what they can afford, they tend to look at fewer homes and buy faster.
  - Traditional homebuyers spent over three times as much time looking for a home with a real estate agent than Internet buyers do (6.44 weeks versus 2.10 weeks)
  - Traditional homebuyers look at nearly twice (15.08) as many homes with a real estate agent prior to purchase as Internet buyers (7.93). (2001 CAR Study)
- By the time Internet buyers contact a real estate agent they have often:
  - Chosen the neighborhood they want to evaluate
  - Narrowed the choice of homes
  - Come up with a list of homes they want to see
  - Understood what they can afford and what their mortgage options are
- 78% of Internet homebuyers found their Realtor on the Internet. By contrast, most traditional buyers find their real estate agent as a result of farming, referrals, advertising or sign calls and 23% of Internet homebuyers found the type of house they wanted on the Internet. (2001 CAR study)



- Additionally, Internet homebuyers act quickly and purchase a home in less time than do traditional buyers. (2001 CAR study)
- Nearly all Internet homebuyers (96%) are very likely to use the Internet the next time they purchase a home. (2001 CAR study)
- Internet homebuyers on average purchased a more expensive home than traditional homebuyers (\$403,752 versus \$321,950). (2001 CAR Study)