

BUYERS'

SOCIAL MEDIA USE

From searching for home-buying tips to looking for an agent referral, buyers are increasingly using social networking tools to aid in the home-buying process.

Is on the Rise

Percentage of California buyers using social media



What are they using it for?

44%

Buying tips,
suggestions
from friends

44%

Neighborhood
info from friends

42%

Agent's
Facebook
page

35%

Agent
referrals

23%

Home-buying
info

23%

Neighborhood
profiles

20%

Agent's
YouTube