

MOBILE FRIENDLY

More buyers are finding homes online and using mobile devices to do it.

IS YOUR WEBSITE READY?

Buyers who found their home online



91% of buyers used a mobile device during their buying process in 2014

WHAT TYPES OF ACTIVITIES DID THEY DO?

Looked for comparable prices

78%

Searched for homes

45%

Took photos of homes/amenities/neighborhoods

43%

Researched a particular home

42%

Searched websites

41%

Communicated with their agent

39%

Researched communities/neighborhoods

22%

