

TECH-SMART

HOME BUYERS

More than three quarters of house hunters say technology has made them smarter home buyers. They consider and use technology in both searching for a home and interacting with REALTORS®:



37% read profiles of real estate agents online



74% say they think it's important that their agent is tech-savvy



89% use online resources during the homebuying process

THE TOP THREE WAYS BUYERS USE ONLINE TOOLS TO FIND HOMES:



83% scan real estate listings



72% use maps to explore neighborhoods



71% use email, apps, and websites to submit documents to lenders

