

Chris Nelson - Realtor®

Online Marketing . . . Why?

- 1. Bottom line: The more people who see your home and its positive features, the better the chances of receiving the perfect offer.**

Recent Statistics Show . . .

- 2. 77% of homebuyers look online before purchasing.**
- 3. The #1 thing online home shoppers want are more photos. "If a picture is worth a thousand words then 10 pictures must be worth 10,000 words."**
- 4. 59% of online home shoppers find virtual tours more beneficial.**
- 5. 87% of online home shoppers(over 7.2 million per month) visit Realtor.com.**
- 6. Realtor.com "Showcase Listings" get 299% more viewings than standard listings.**
- 7. Online viewings are interactive and can be linked to almost endless resources and information.**
- 8. Online marketing and viewing traffic can be statistically tracked and monitored**

**These statistics and quotes generated from various sources:
Realtor.com, N.A.R., C.A.R.**

 **Troop Real Estate**