

VALUE OF WEBSITE FEATURES

(Percentage Ranking Feature "Very Useful" Among Buyers Who Used the Internet)



AGE OF HOME BUYER

	All Buyers	22 to 29	30 to 39	40 to 54	55 to 64	65 to 73	74 to 94
Photos	87%	89%	90%	89%	83%	83%	74%
Detailed information about properties for sale	85	83	87	87	84	82	71
Floor Plans	52	49	53	55	46	56	57
Real estate agent contact information	44	45	36	42	46	56	50
Virtual tours	42	39	40	44	42	46	46
Detailed information about recently sold properties	41	40	44	44	40	36	32
Neighborhood information	40	45	43	42	37	34	35
Pending sales/contract status	38	41	41	42	36	26	19
Interactive maps	37	41	38	41	37	33	17
Information about upcoming open houses	28	28	32	29	27	23	7
Videos	24	19	21	26	24	27	27
Real estate news or articles	7	6	7	9	8	6	2