

Semonin Focuses on Internet Marketing

In terms of where the homebuyer found the home that they purchased, the 2008 National Association of Realtors Profile of Home Buyers and Sellers study reveals that the top two sources are the Agent at 34% and the Internet at 32%.

32% found the home they purchased on the Internet

	2008
Real Estate agent	34%
→ Internet	32
Yard sign	15
Friend or relative	7
Home builder	7
Print newspaper advertisement	3
Directly from sellers	2
Home book or magazine	1
Other	--

Where Buyer Found the Home They Purchased From the National Association of Realtors Profile of Home Buyers & Sellers -2008

87% use the Internet to search for homes

	All Buyers
→ Internet	87%
Real Estate agent	85
Yard sign	62
Open house	48
Print newspaper advertisement	47
Home book or magazine	30
Home builder	22
Television	10
Billboard	7
Relocation company	5

Information Sources Used in Home Search From the National Association of Realtors Profile of Home Buyers & Sellers -2008

In making the investment in online marketing tools rather than traditional print media, Semonin wants to ensure that the properties we market enjoy optimum shelf positioning online. Our clients' homes are searchable on over 80 real estate websites including:



Plus, all Semonin listings are promoted on the region's number one real estate website - www.semonin.com.

