

The Home Search Process

Homebuyers may use several information sources in their search process, but they are most likely to find the home they actually purchase through a real estate professional.

Information Sources Used in Home Search

	All Buyers	First-Time Buyers	Repeat Buyers	BUYERS OF:	
				New Homes	Previous Owned Homes
Real Estate Agent	84%	84%	84%	72%	87%
Internet	84%	87%	82%	79%	85%
Yard Sign	59%	55%	62%	50%	62%
Print/Newspaper Advertisement	50%	49%	51%	49%	50%
Open House	48%	44%	51%	50%	47%
Home Book or Magazine	31%	30%	32%	34%	31%
Home Builder	24%	16%	29%	65%	11%
Television	9%	9%	9%	14%	8%
Billboard	7%	7%	8%	19%	4%
Relocation Company	5%	3%	6%	8%	3%

Information Sources

Choosing from a variety of information sources available to home buyers in their home search, 84% used a real estate agent, and 84% used the internet. There was not much difference between first-time and repeat buyers' use of an agent. However, a high percentage of first-time buyers (87%) used the internet compared with repeat buyers (82%). Yard signs were the next most frequently cited source of information, which was used more often by repeat buyers (62%). Buyers of previously owned homes were more likely to use these three information sources than buyers of newly built homes, who also received a significant amount of information directly from builders. Half of home buyers used print newspaper advertisements, and slightly less than half used open houses to gather more information when searching for a home.

Information Sources Used in Search, By Age

	All Buyers	AGE OF HOMEBUYER:			
		18-24	25-44	45-64	65 or Older
Real Estate Agent	84%	84%	84%	84%	83%
Internet	84%	86%	91%	77%	51%
Yard Sign	59%	57%	59%	61%	50%
Print/Newspaper Advertisement	50%	51%	48%	53%	53%
Open House	48%	36%	47%	52%	44%
Home Book or Magazine	31%	36%	31%	32%	21%
Home Builder	24%	16%	22%	26%	41%
Television	9%	11%	9%	8%	5%
Billboard	7%	7%	8%	6%	3%
Relocation Company	5%	2%	4%	6%	2%

Information Source Used and Buyer's Age

There was little difference among buyers of different ages in the use of real estate agents as a source of information. However, nine of 10 home buyers in the 25 to 44-year-old age group used the internet to search for a home, the highest share among buyers of all ages. Buyers 65 or older relied on yard signs, open houses, and home books or magazines to a lesser extent than their younger counterparts, but were more likely to use a home builder in their search for a home.

Source: The 2007 National Association of REALTORS® Profile of Home Buyers and Sellers — Due to rounding, percentage distribution may not add up to 100 percent.

