



Alter Ego 360° Virtual Tours

155 Seven Bridge Road

Lancaster, MA 01523

Phone: 508.341.7075

Fax: 978.368.0594

E-Mail: tours@alterego360.com

Website: www.AlterEgo360.com

Home Buyer and Seller Behavior

- On average, buyers who used an agent searched for 2 weeks before contacting an agent. (NAR Profile of Home Buyers and Sellers 2003)
- Most home buyers use the first agent they interview. (NAR Profile of Home Buyers and Sellers 2003)
- Homebuyers used the Internet more than other media to search for homes; Internet usage for searching was 71%, which is more than used newspapers (41%), home book or magazines (24%), Television (17%). (NAR Profile of Home Buyers and Sellers 2003)
- Homebuyers who search for homes online are more likely than other buyers to use a real estate professional to buy their home. (NAR Profile of Home Buyers and Sellers 2003)
- More than any other Web site, homebuyers used REALTOR.com® when searching for homes online. (NAR Profile of Home Buyers and Sellers 2003)
- Homebuyers and Sellers spent 79% of all time spent searching online for real estate on Realtor.com® (Media Matrix January 2004 for 10 top Real Estate Sites)
- Homebuyers, who found an agent online, were more satisfied with their agents than traditional buyers in all aspects of the home buying process. (CAR Internet Versus Traditional Buyers Study 2003)
- Homebuyers sited photos as the most useful online feature when searching online. (NAR Profile of Home Buyers and Sellers 2003)

These statistics from Realtor.com® show how savvy online home buyers have been and will continue to use the Internet in searching for their new home. Now, think if you added a **360° Virtual Tour** to your marketing efforts ... one that will attract and “grab hold” of your potential home buyer by utilizing the latest technology, interactive hotspots and added features. **Alter Ego 360° Virtual Tours** are completely interactive from room-to-room, offer premium audio clips to entice another one of the home buyer’s senses and offer many other features that “other” tour companies do not offer.

Contact us today @ 508.341.7075 or visit our website @ www.AlterEgo360.com for our Tour Gallery, Tour Packages / Rates and complete details.
