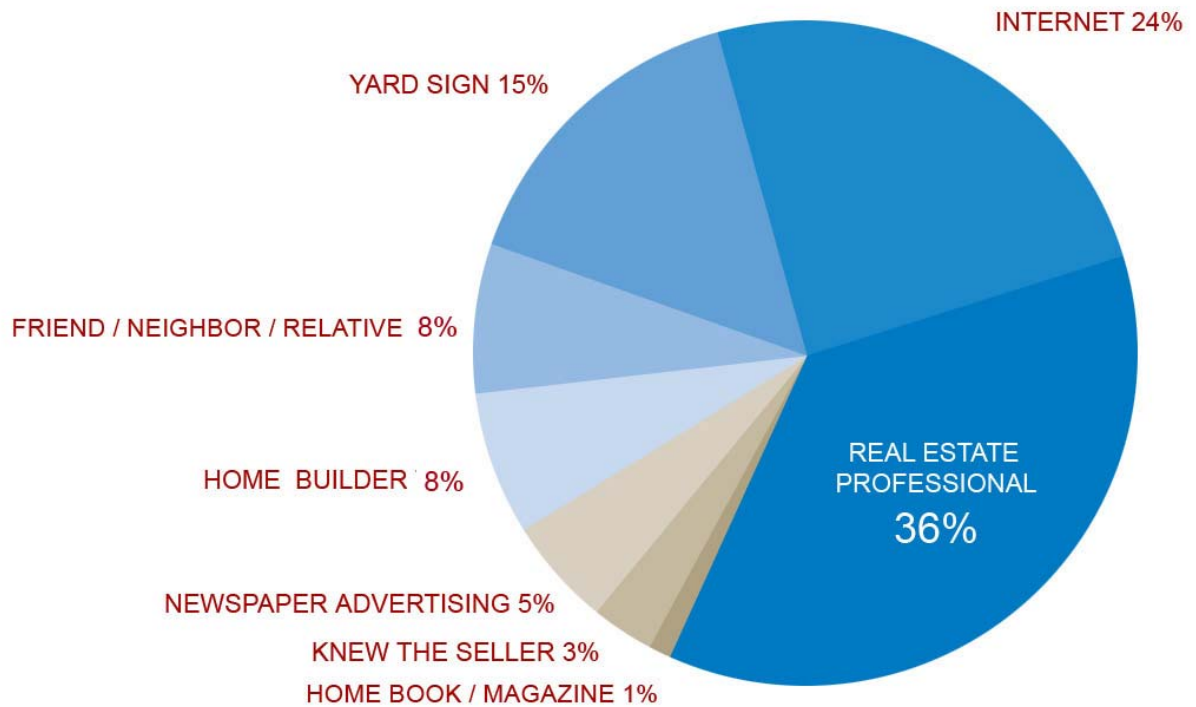


## *How Buyers Find the Home They Purchase*

### **Sources used by homebuyers to find homes**

Home buyers 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. The Internet has replaced print newspaper advertising as the next most common source for home buyers.



Source: The 2006 National Association of REALTORS® Profile of Home Buyers and Sellers. Due to rounding, percentage distributions may not add up to 100%.