

Industry Stats

- Millennial buyers now comprise **35%** of all new homebuyers on the market, which means higher demand for more engaging, interactive and mobile-ready content from real estate professionals.¹
- In the next two years, **80%** of Millennials will seek to purchase a home, according to Trulia. That's almost 67 million prospective buyers.²
- 89% of buyers across demographics increasingly look to web and mobile tools to narrow down their list of properties to consider.³
- In 2015, **39%** of digital marketers believed that more of their budget should be reallocated towards creating compelling visual assets.⁴
- Real estate listings with more visual content (like video) receive **403%** more inquiries compared to those without video.⁵
- **41%** of home buyers found interactive maps very useful, while **40%** felt the same about virtual tours.⁶
- **92%** of home buyers search the internet before contacting an agent.³