



*"The right agent makes all the difference in the world."*™

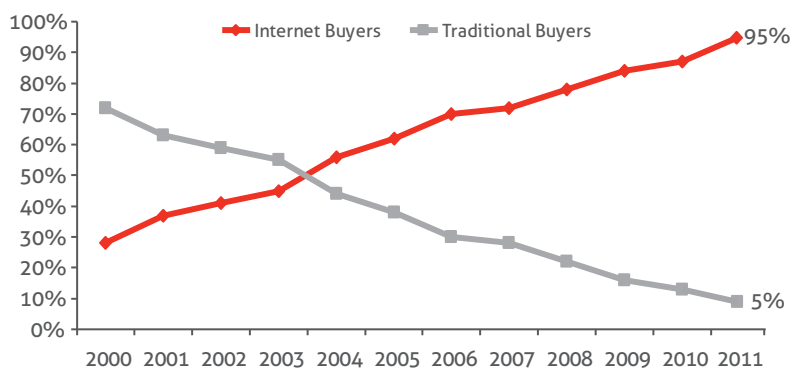
## THE REALTY WORLD National Listings Distribution Program

*Nearly all of today's homebuyers begin their search for properties and information on the internet.* With the number of online real estate searches growing each year—and the use of print media decreasing—it's critical that your home be marketed to home buyers through the largest and most effective websites available in the marketplace.

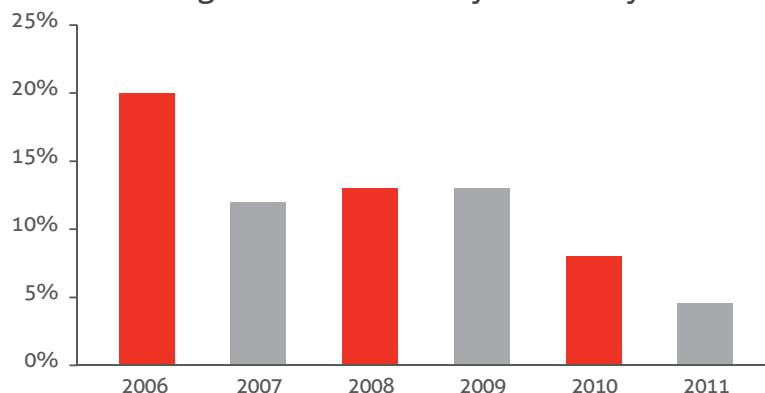
The usefulness of the internet for all buyers today has spiked since 2004 and continues to grow. With nearly all of today's homebuyers beginning or continuing their search for a home online, it is imperative that your property not only be present on the websites buyers are looking at, but also featured at the top of search results in a matter that draws the buyers' attention and interest into your home.

Today 81 percent of all home buyers named the internet as one of the most useful information sources for buying real estate behind that of their real estate agent. The frequency of using the internet for different information sources online has grown while the use of print media, like that of newspapers and magazines, has decreased for all buyers in the market.

**Internet Buyers vs. Traditional Buyers\***  
Percentage of All Home Buyers Surveyed



**Usage of Print Media By Home Buyers\***



\*2011 Survey of California Home Buyers by the California Association of Realtors

