The WHITE Space of Homeownership

Suzanne Mueller
10/18/2017
Market overview

- 5.5m transactions projected in ‘17
- Inventory 9% lower than ‘16
- 4.2-month supply
- Prices up 65 straight months

1 National Association of REALTORS® (NAR)
2 Realtor.com®
Real estate is a massive market

- $1.7t total transaction value, 6m+ U.S. homes sold in ‘16
- $450b downstream market\(^2\) (moving, home improvement, etc.)
- $25t value of all U.S. homes\(^3\)

---

\(^1\) National Association of REALTORS® (NAR) and U.S. Census Bureau
\(^2\) NAR The Economic Impact of an Existing Home Purchase 2015
\(^3\) Amherst Capital Management
Discover Your Perfect Home
with the most complete source of homes for sale & real estate near you

Glendale, CA
View All 64 New Listings
Consumer home journey

- Dreaming
- Searching
- Transacting
- Closing
- Home Ownership
Consumer home journey
Quantitative surveys to uncover consumer experiences during the home search process
Consumer research findings

Surfaced Pain Points

• Most respondents experienced unforeseen obstacles during the process

• Consumers want solutions to help with communication, notification, collaboration and, most importantly, secure document storage and backup
Cutting-edge mobile presentation

50%+ of realtor.com® traffic is on mobile

1 Internal metrics
Realtor.com® home buyer survey results

Homeownership goals

- Privacy
- Family
- Stability
- Investment
- Amenities
- Entertaining
- Expression
- Accomplishment
- Creativity
- Community
97% of respondents feel it is important to be a local market expert.
TYPE OF LOCAL MARKET INFORMATION WANTED

Respondents want all types of local market info… except maybe info about restaurant openings/closings.

<table>
<thead>
<tr>
<th>Information</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recent sales, comps</td>
<td>86%</td>
</tr>
<tr>
<td>Pricing trends</td>
<td>85%</td>
</tr>
<tr>
<td>Upcoming building assessments, HOA fees…</td>
<td>80%</td>
</tr>
<tr>
<td>Average days on market</td>
<td>79%</td>
</tr>
<tr>
<td>Insider knowledge of neighbors and…</td>
<td>79%</td>
</tr>
<tr>
<td>Future neighborhood development plans</td>
<td>77%</td>
</tr>
<tr>
<td>Recently sold</td>
<td>62%</td>
</tr>
<tr>
<td>Road/traffic and commute information</td>
<td>56%</td>
</tr>
<tr>
<td>New construction/developments</td>
<td>52%</td>
</tr>
<tr>
<td>School districts and boundaries</td>
<td>51%</td>
</tr>
<tr>
<td>School ratings and performance</td>
<td>46%</td>
</tr>
<tr>
<td>New restaurant openings/closures</td>
<td>27%</td>
</tr>
</tbody>
</table>

Q4.16 - What local market information would you like to receive from your agent during your home search?
Leveraging technology

Faster & more responsive product innovation

- Sign Snap, Street Peek
- iMessage

- Matterport 3D technology
My Home

www.realtor.com/MyHome

Are you an owner?
Track your home.

Track everything about your home valuation, equity, and mortgage in one place.

Enter your home address

VIEW MY HOME
My Home

"At realtor.com®, we help people with one of the most basic and most important needs – their homes – which is often the biggest investment most people will ever make. Yet, the time they spend managing this asset once they are in the home is really limited. We're changing that with My Home. Now with personalized data at their fingertips, homeowners have more insight into their investment and are better equipped to make decisions such as when to sell or when to invest in upgrading their home to their dream home."

- Ryan O'Hara
  Chief Executive Officer of Move Inc.
Consumer home journey
Consumer home journey
Top research findings

- Nearly 40% of potential buyers (looking to buy a home in the next year) without an agent were not contacted after submitting a lead form.

- Response times are critical to success.

- Personalized responses are more important and directly impact satisfaction and the likelihood consumers will use that agent again.

Source: realtor.com® research 2017
respond  •  connect  •  transact
Realtor.com® strategy

Build an indispensable resource for homeowners, home seekers and the professionals who serve them by offering the best information, tools and guidance throughout the home journey
Our priorities

- Enhance consumer experience beyond home sales, continually improve mobile/website usefulness
- Deliver advertising opportunities that enable better connection with consumers
- Offer seamless, integrated biz dev/biz management solutions for RE pros
- Promote realtor.com® through aggressive marketing
Thank You