



The WHITE Space of Homeownership

Suzanne Mueller

10/18/2017

realtor.com®

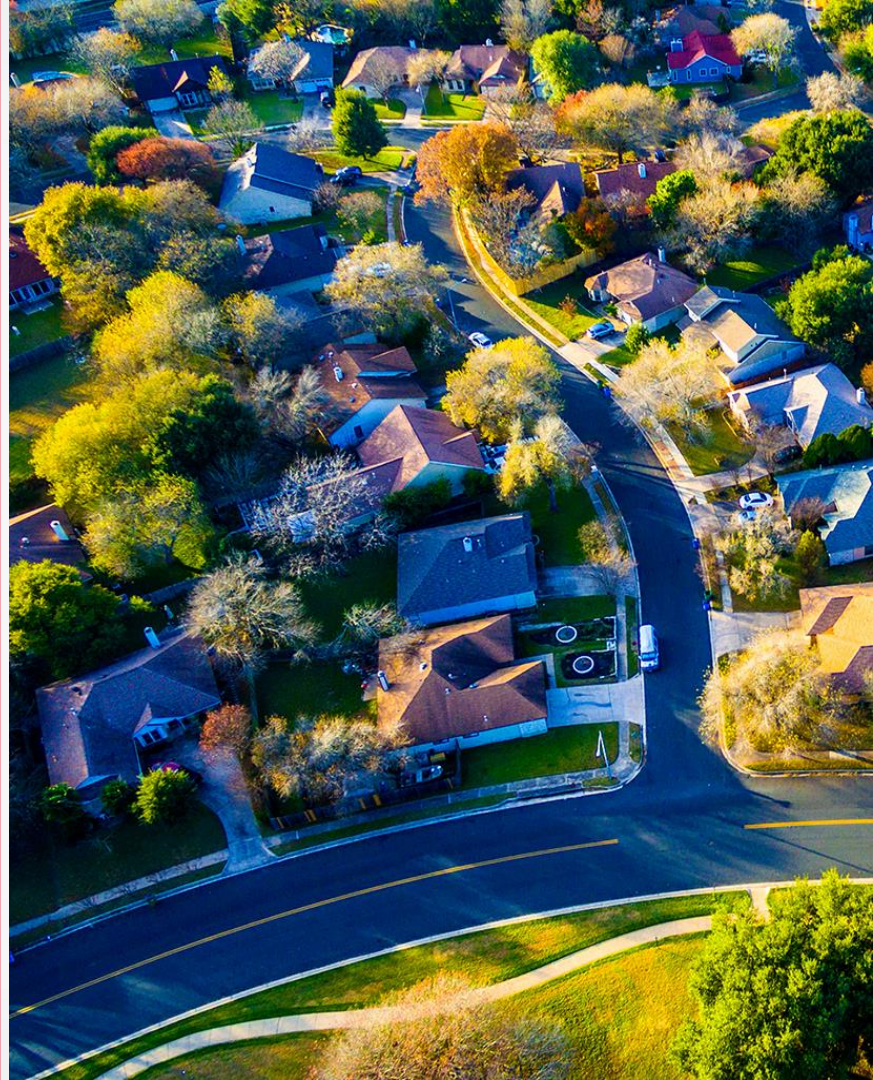
Market overview

✓ 5.5m transactions projected in '17¹

✓ Inventory 9% lower than '16²

✓ 4.2-month supply¹

✓ Prices up 65 straight months¹



Real estate is a massive market



\$1.7t total transaction value,
6m+ U.S. homes sold in '16¹



\$450b downstream market²
(moving, home improvement, etc.)



\$25t value of all U.S. homes³





✓ Be Ready to Buy - Get Pre-Approved by a Lender Now

[Get Pre-Approved](#)

Discover Your Perfect Home

with the most complete source of homes for sale & real estate near you

BUY

RENT

JUST SOLD

HOME ESTIMATE

Address, City, Zip, Neighborhood, School

[Q Search](#)



Did **your town** make the list?

[Go Now](#)

Glendale, CA

[View All 64 New Listings](#)



Consumer home journey



Consumer home journey





Quantitative surveys to
uncover
consumer experiences during
the home search process



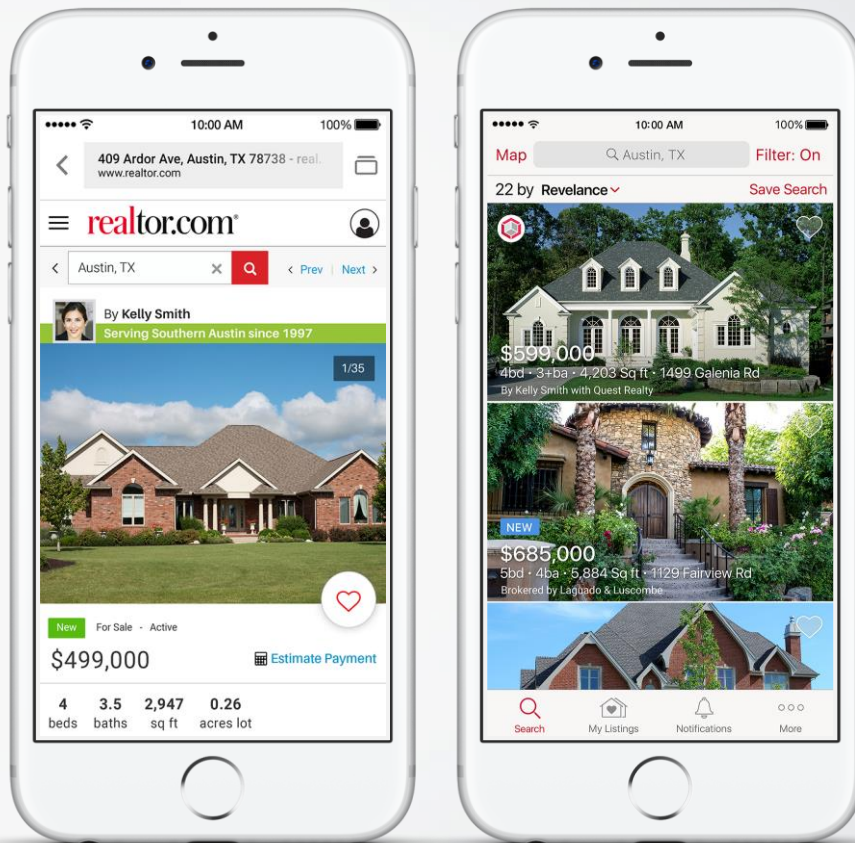
Consumer research findings

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

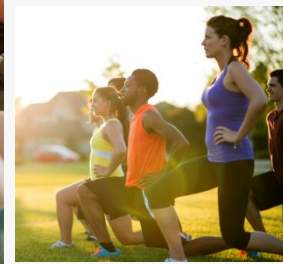
50%+
of realtor.com® traffic
is on mobile¹



Realtor.com® home buyer survey results

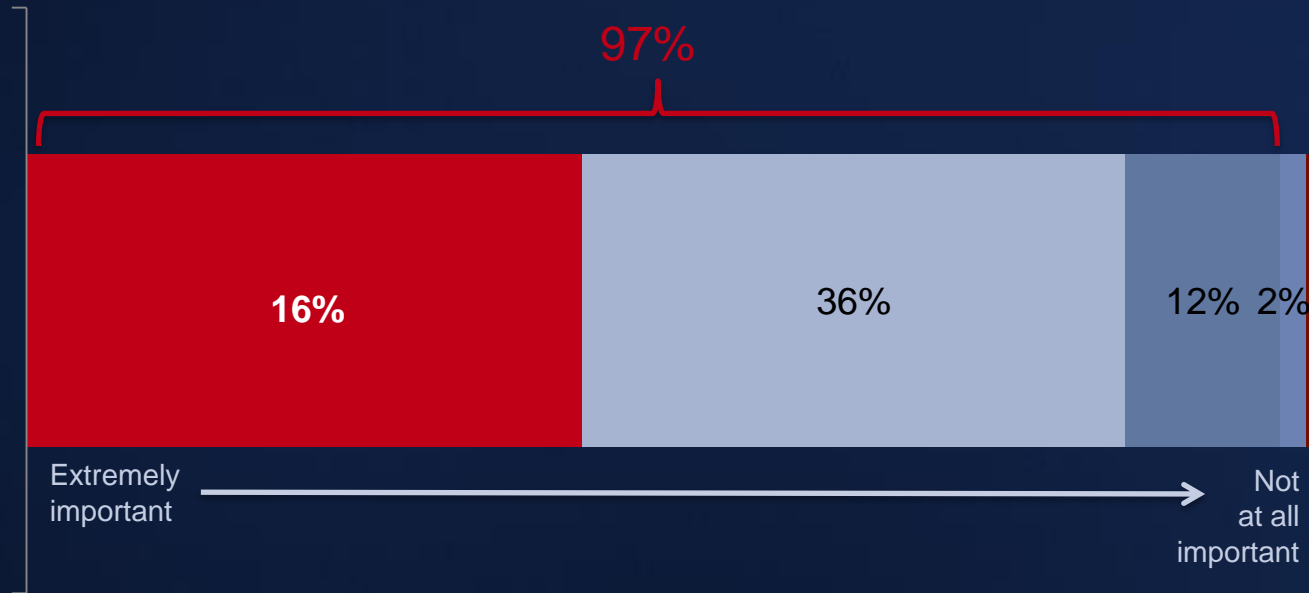
Homeownership goals

- Privacy
- Family
- Stability
- Investment
- Amenities
- Entertaining
- Expression
- Accomplishment
- Creativity
- Community



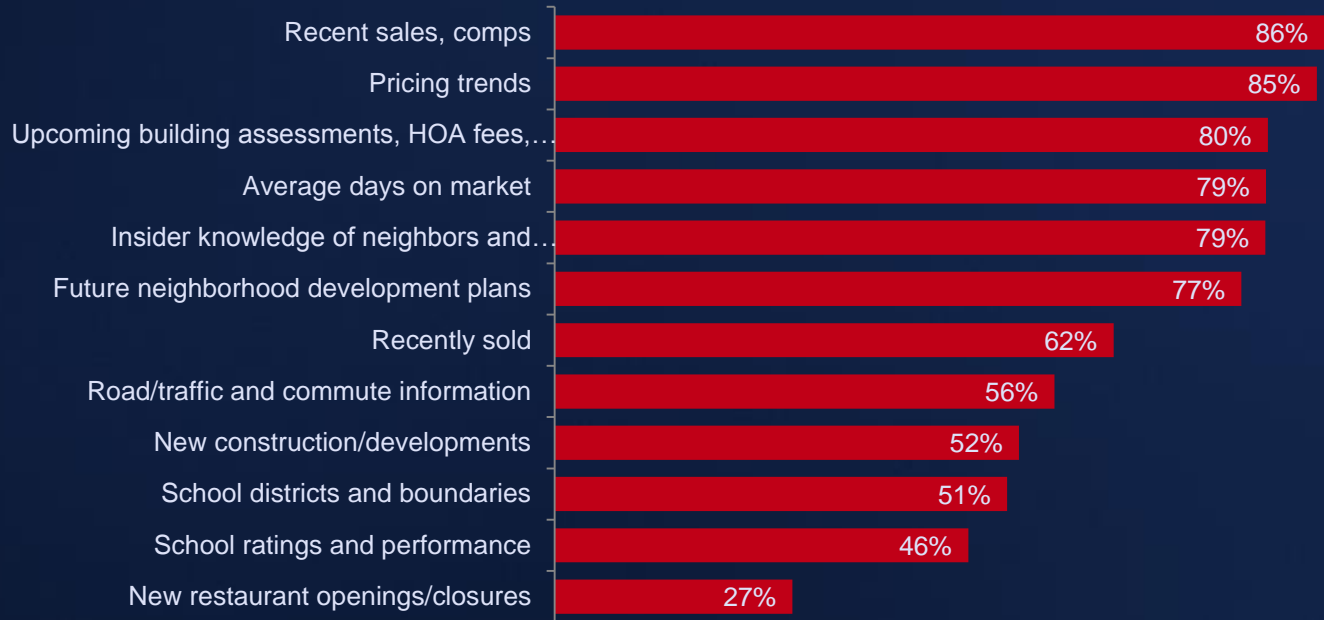
IMPORTANT TO BE LOCAL MARKET EXPERT?

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.



Leveraging technology

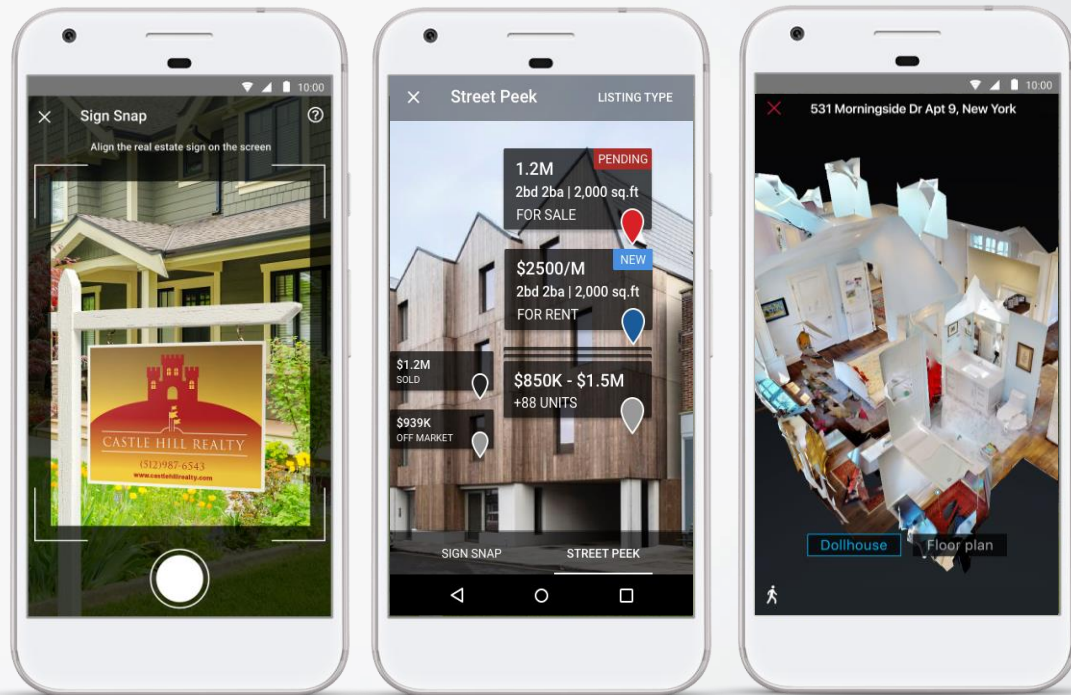
Faster & more responsive
product innovation



*Sign Snap, Street Peek
& iMessage*

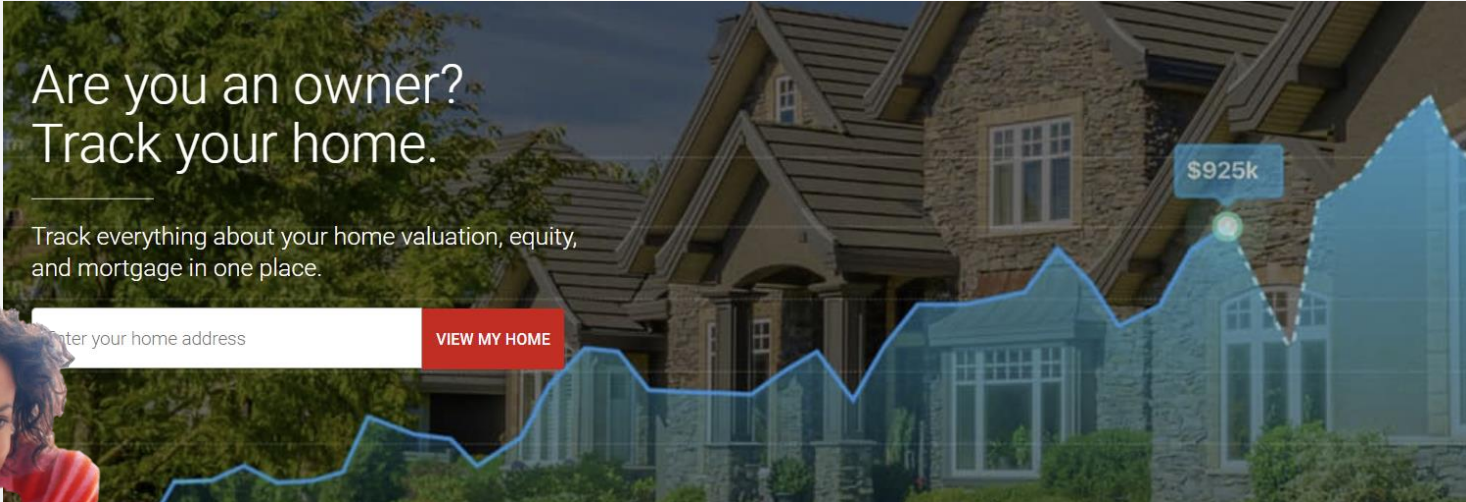


Matterport 3D technology



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

\$925k

The screenshot displays the Realtor.com 'My Home' dashboard. It features a background image of a large, two-story stone house. Overlaid on the right side is a blue line graph representing home valuation over time. A specific data point on the graph is highlighted with a green dot and a callout box showing '\$925k'. On the left side, there is a white search bar with the placeholder text 'Enter your home address' and a red button labeled 'VIEW MY HOME'. Above the search bar, the text 'Are you an owner? Track your home.' is displayed, followed by a sub-header 'Track everything about your home valuation, equity, and mortgage in one place.'



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.

realtor.com®

BUY

SELL

RENT

MORTGAGE

Find REALTORS®

MY HOME

NEWS & INSIGHTS

Home Value

12167 Cedarwood St. Austin, TX 78738

MY HOME

HOME VALUE

MORTGAGE & EQUITY

NEIGHBORHOOD

POSSIBILITIES

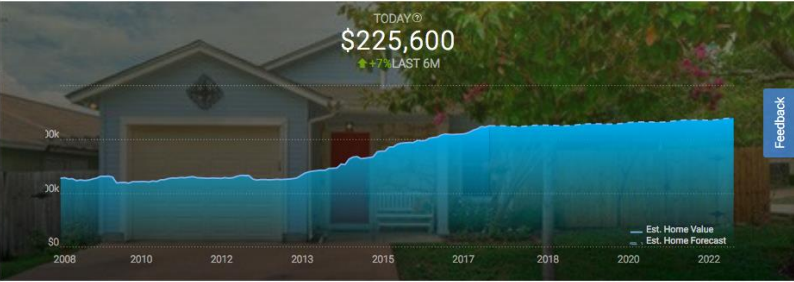
REMODELING 101

DESIGN INSPIRATION

TODAY

\$225,600

↑ +7% LAST 6M



Feedback

Your Home Value

See how your home measures up to the listings within your area

Est. Home Value

\$225,600

↑ 1% Since last month

Learn more about your home value >

Appreciation

\$600

↑ 0% Since last sale in 2017

Find out what contributes to appreciation >

Equity

\$45,870

Qualifies for HELOC +/- \$750

Learn more about HELOCs >

75 properties

View by: New Listings

Listing Price




Listing Date

Bedrooms

Bath

Sq ft

Sq ft Lot

	est. \$225,600 12167 Cedarwood St Austin, 78738	-	-	2	2	1,023	6,055
	2349 Mango Ave Austin, 78738	\$240,000	08/26/2017	3	2	1,199	8,451
	12211 Jarritos Ave Austin, 78738	\$319,500	08/25/2017	3	2	1,662	6,055

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

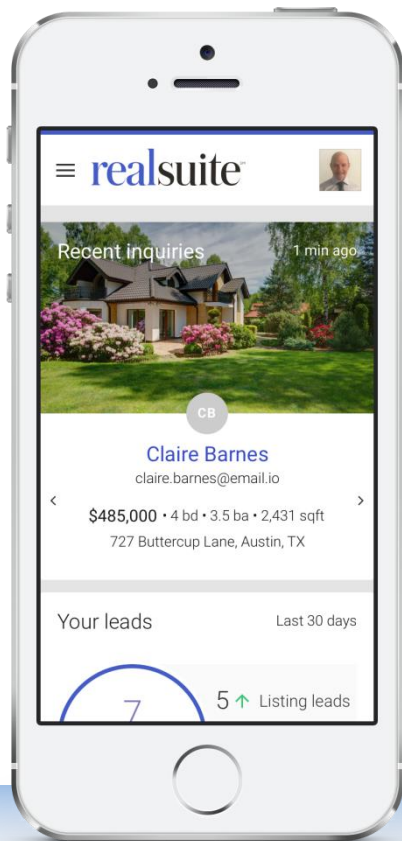


REALTY GROUP

384.555.4382

FOR SALE

realsuite®



Suggested follow-ups

4 more

MS

Maria Stephens

Responded to automatic follow-up

15 min ago

Inquired about 409 Ardour Ave, Unit 2

2 days ago

+ 8 more

Now is a good time to connect in-person

Call

Snooze

Wrap up past call



Kelly Agent

Real estate is more than a people business, it's REAL business.

Email kellyagent@doverrealty.com

Phone Mobile (123) 456-7890

Office (123) 123-1234

Edit your profile

Your listings

Last 7 days

8 total listings

2.1M

Search result displays

285k

Listing detail views

1,025

Listing leads

Manage your listings

Insights and information

Be the local market expert

Impress your clients with the latest info

Are listing prices going up or down? What about days on market? Find out with accurate data from 800 MLSes. See how your local market is trending, then easily share with your clients on Facebook, Twitter or email.

See and share local market trends

Product settings

Advantage™ Pro leads & branding

Giving you the visibility you need.

Turbo

Boosting your listings to the top.

Connections™ for Buyers

Helping you connect and engage with buyers.

Profile leads

Building you a strong brand impression.

Courtesy leads

Making sure you get the leads you deserve.



Get free tools and content



respond



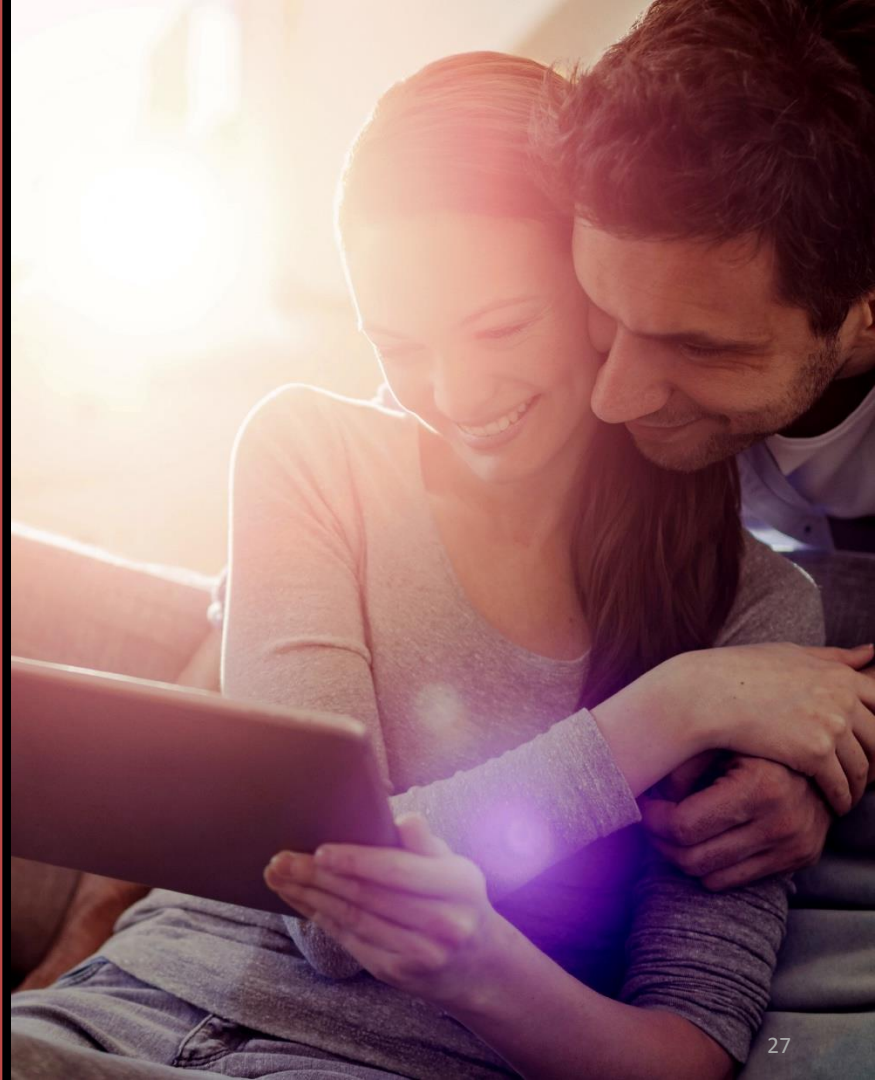
connect



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



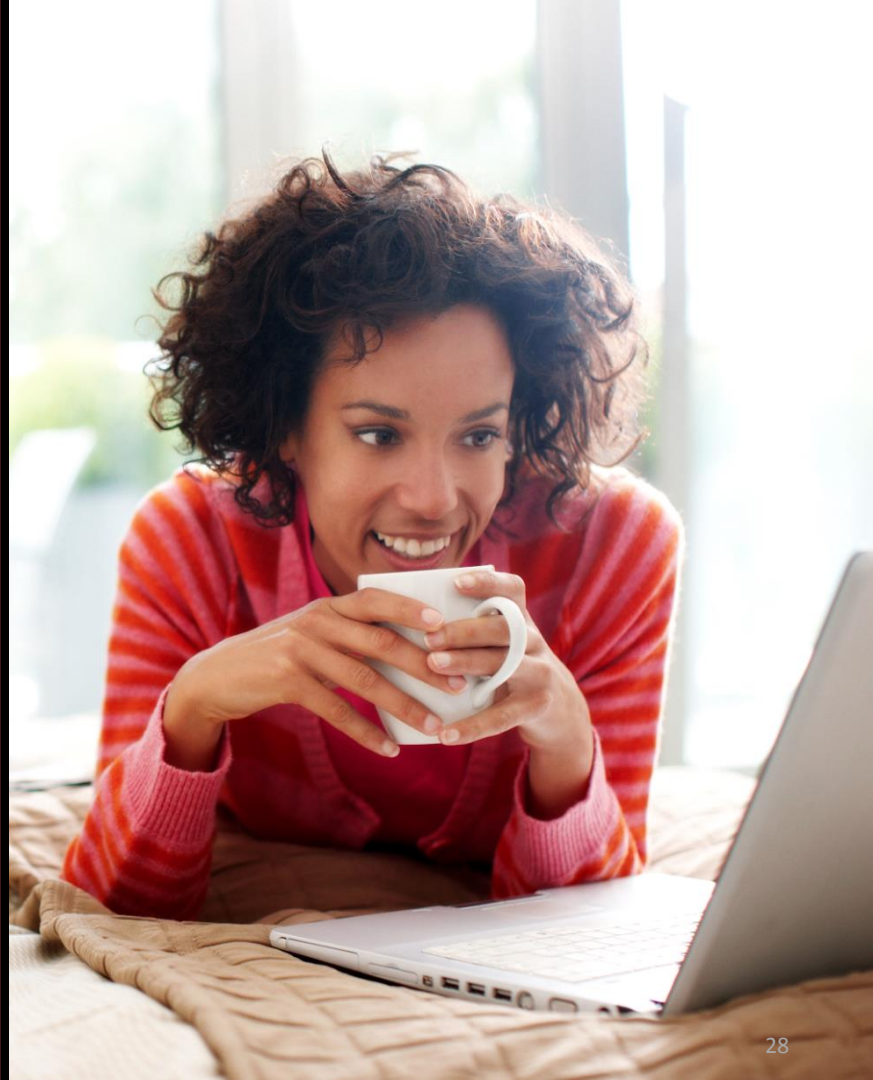
Deliver advertising opportunities that enable better connection with consumers



Offer seamless, integrated biz dev/biz management solutions for RE pros



Promote realtor.com® through aggressive marketing





realtor.com®

realsuite®

Thank You

realtor.com®