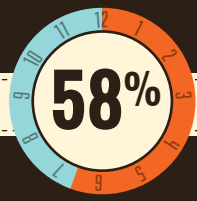
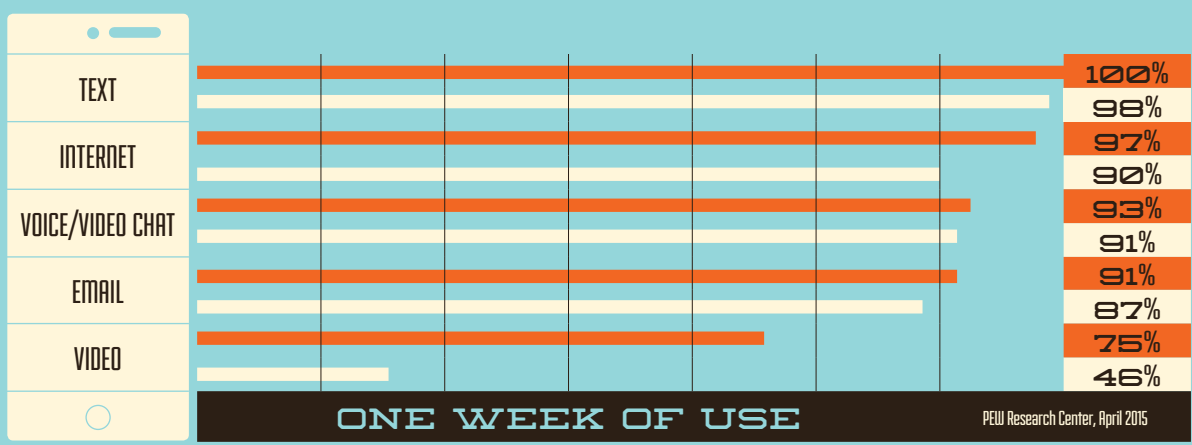


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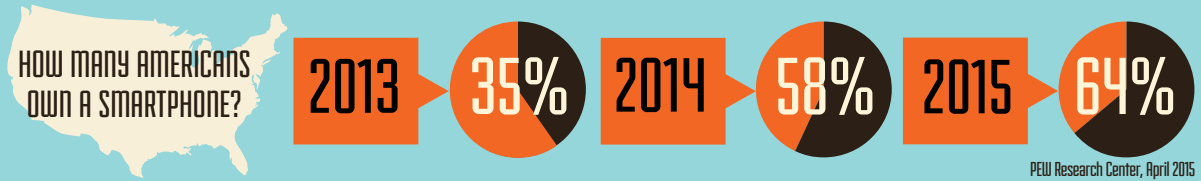
AN EDUCATION IN SMARTPHONE-LOGY!

A ONE-WEEK SNAPSHOT OF SMARTPHONE USE

● 18-29 years old ● 30-49 years old

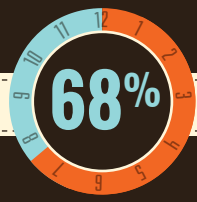


of smartphone users don't go an hour without checking their phones, while



10% of Americans own a smartphone and have no other form of high-speed internet at home

PEW Research Center, April 2015



of Millennial smartphone users don't go an hour without checking their phones

SMART PHONES AND THE REAL ESTATE MARKET

Great back yard!

3 BR?

YES!

2 Bath?

2.5!

Really?

W8AM

Yes!

44%

of Americans used a smartphone to look up real estate listings

PEW Research Center, April 2015

68%

OF FIRST-TIME HOMEBUYERS FOUND A HOME USING A MOBILE APP

65%

OF REPEAT HOMEBUYERS FOUND A HOME USING A MOBILE APP

NAR 2015 Profile of Buyers & Sellers

Lookout.com, September 2015

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