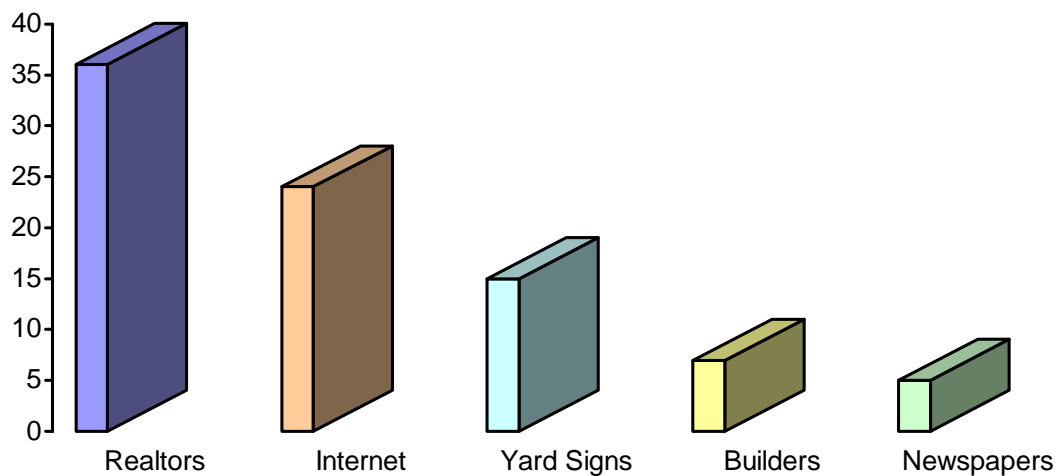


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## *How Effective are Realtors, Signs and Advertising?*



**Most buyers surf the Web and 24% first learned about the home they bought on the Internet (up from 15% in 2004). Not surprisingly, 36% first learned about their home from a realtor. Yard signs accounted for 15%. Builders accounted for 7%. Friends, neighbours and relatives also made up 7% of the total. Only 5% learned about their home purchase through newspapers. Another 4% knew from the seller themselves and 2% from a book or magazine.**

*Source: 2005 National Association of Realtors*