

# REAL ESTATE

## TRENDS IN REAL ESTATE

- 97% of U.S. homebuyers are using the internet to search for a home.
- 70% of the adult US population uses social media. Real estate brokers that use social media show a higher success rate than brokers that do not use social media.
- Virtual home tours have an impact especially with movers coming from outside the area.
- Homes that have been staged sell quicker, spending between 33%-50% less time on the market.
- Well planned and executed outdoor spaces can give properties a 10-15% increase in value.
- In ground pools increase a home's value by 5-8%.

Sources: Realtor.com, Pew Research, Forbes, Virginia Tech, HGTV

## TARGETING TO CONSIDER

Display, native, audio and video assets can be used to execute this targeting.

- **Audience and Demo Targeting:** Target audiences that exhibit interest and behavior around home ownership, moving & relocation, buying or selling a home, and real estate.
- **Contextual Targeting and Native Advertising:** Reach users who are reading and consuming content about real estate or insert native articles next to relevant real estate content.
- **Streaming Television (OTT/CTV):** Create brand awareness and trust with :15 and :30 video messages targeting audiences based on shows and videos they consume.
- **Social Media:** Create display and video messaging on social media to create awareness of listings and promote virtual home tours on YouTube, TikTok, Facebook, Instagram, and LinkedIn.
- **Retargeting and Click Retargeting:** Re-engage users that visit your website or click on a digital ad.