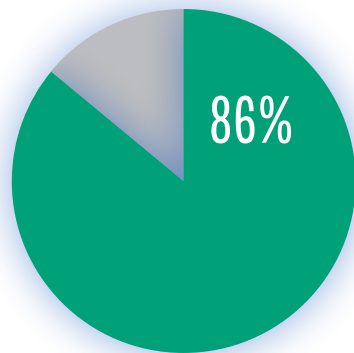


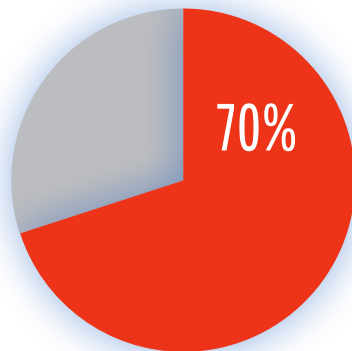
Video Satisfies Multiple Research Needs for House Hunters Representing Another Crucial ZMOT

- Opportunity for REALTORS® to market to home shoppers in online video environments

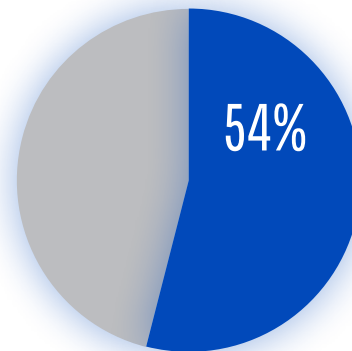
Video Usage Purpose for Home Shoppers



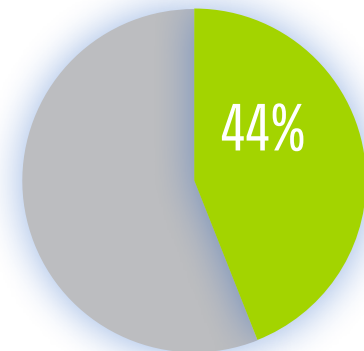
Find out more about a specific community



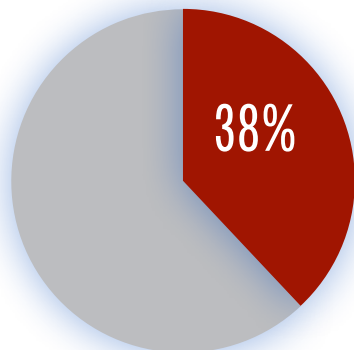
Tour the inside of a home



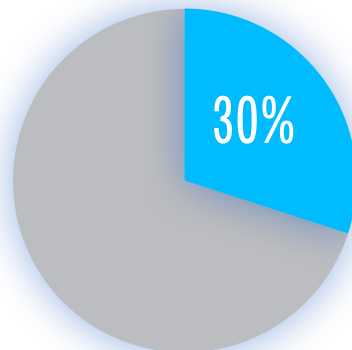
Obtain general information



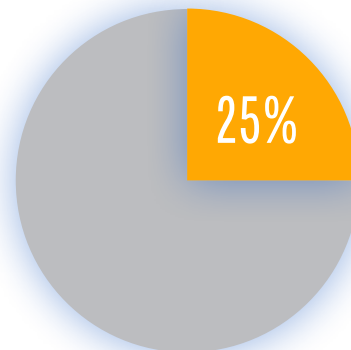
Compare features across multiple companies



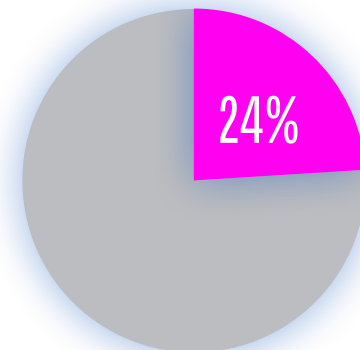
Understand specific features



Watch customer testimonials



Decide which company to purchase from



Watch instructional videos

Source: Google & Compete Home Shopper Survey, 2011