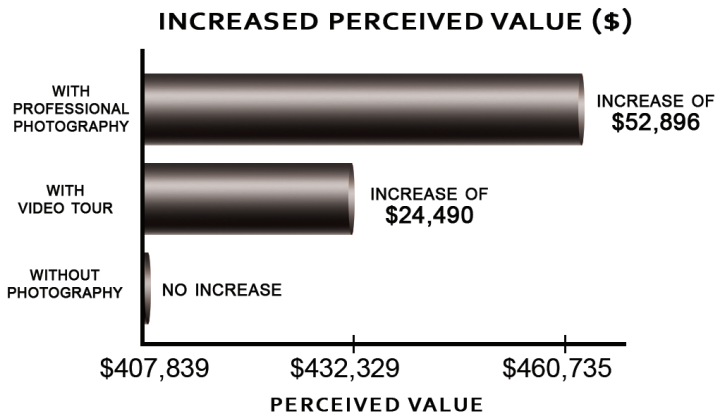


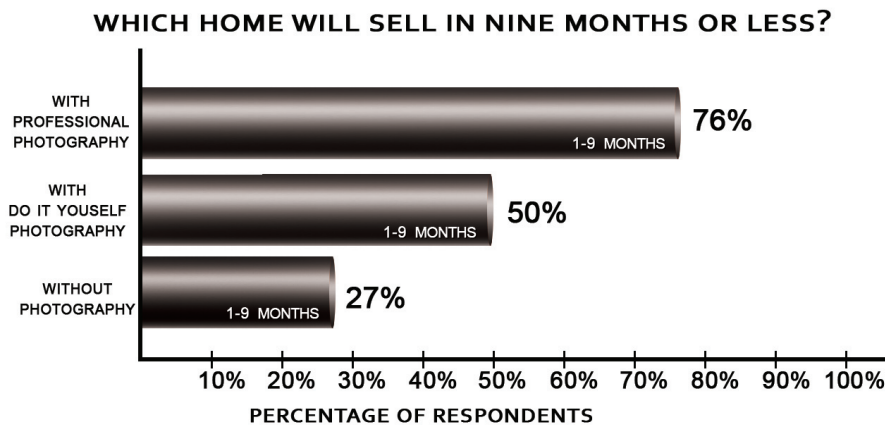
Impact of Visual Marketing on Perceived Property Value

Survey Results

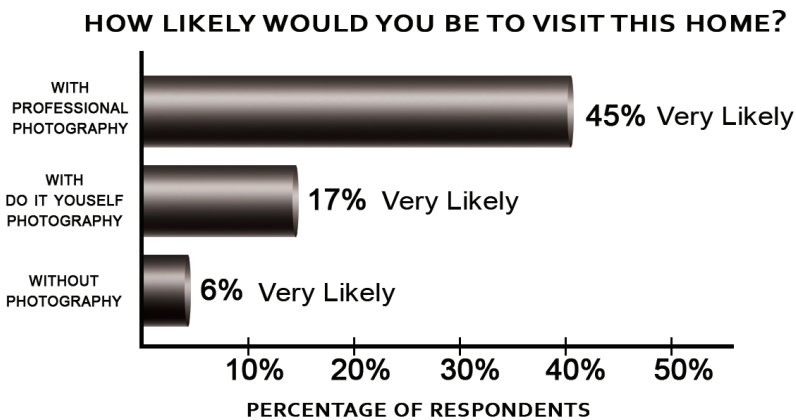


Respondents that saw a property marketed with professional photography viewed the home as being worth 12.9% more than similar homes without professional photography.

Respondents that saw a property marketed with a video property tour viewed the home as having a 6% higher value than the description-only property.



Survey respondents believed a home with professional photography was **3x** more likely to sell within the standard listing period than a home marketed with only descriptive information.



When asked how likely they were to visit the homes they were viewing, respondents were **7x** more likely to visit the home with professional photography.



The survey included responses from several hundred individuals, evenly distributed nationally among male and female. The respondents were between the ages of 35-54 with a household income of \$75,000+.