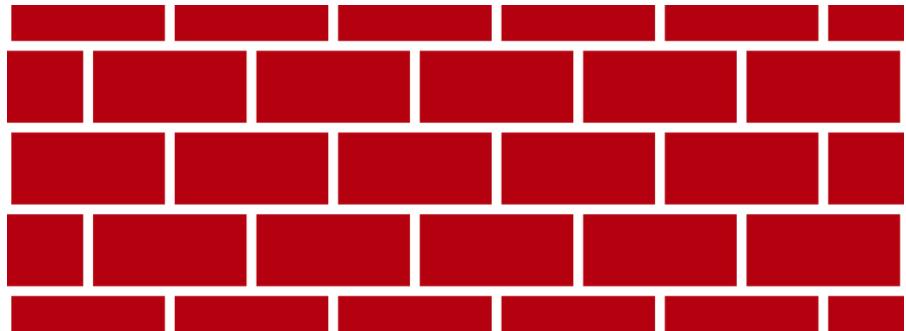


# BRICK & MORTAR



- **97% of purchasers use the internet to look for property.**
- **41% of recent purchasers started their house hunt online.**
- **9% of buyers wish to find information about the buying process online.**



**50% of homebuyers use a laptop or desktop.**

**50% of homebuyers made use of mobile devices.**

**83% of homebuyers want to see pictures of properties online.**

**78% of homebuyers value smart home features like security and climate controls.**



**48% of the buyer leads did not receive a response, incurring a direct business loss of up to 50%.**

**At LK Marketing, we help real estate professionals build influence, strengthen their online presence, and convert leads into lifelong clients.**