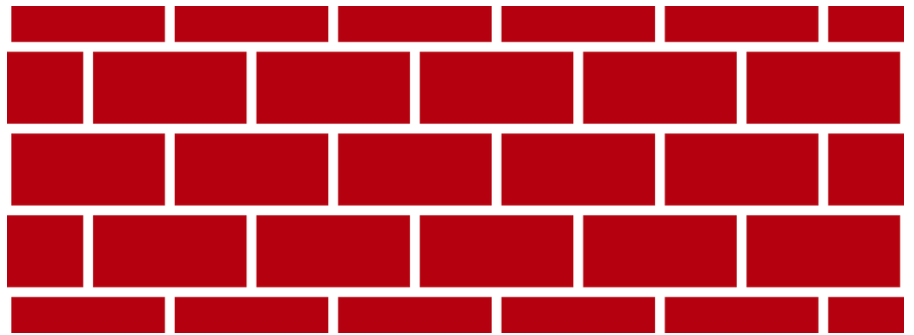


# BRICK & MORTAR



- **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.