

# WHERE DO BUYERS COME FROM?

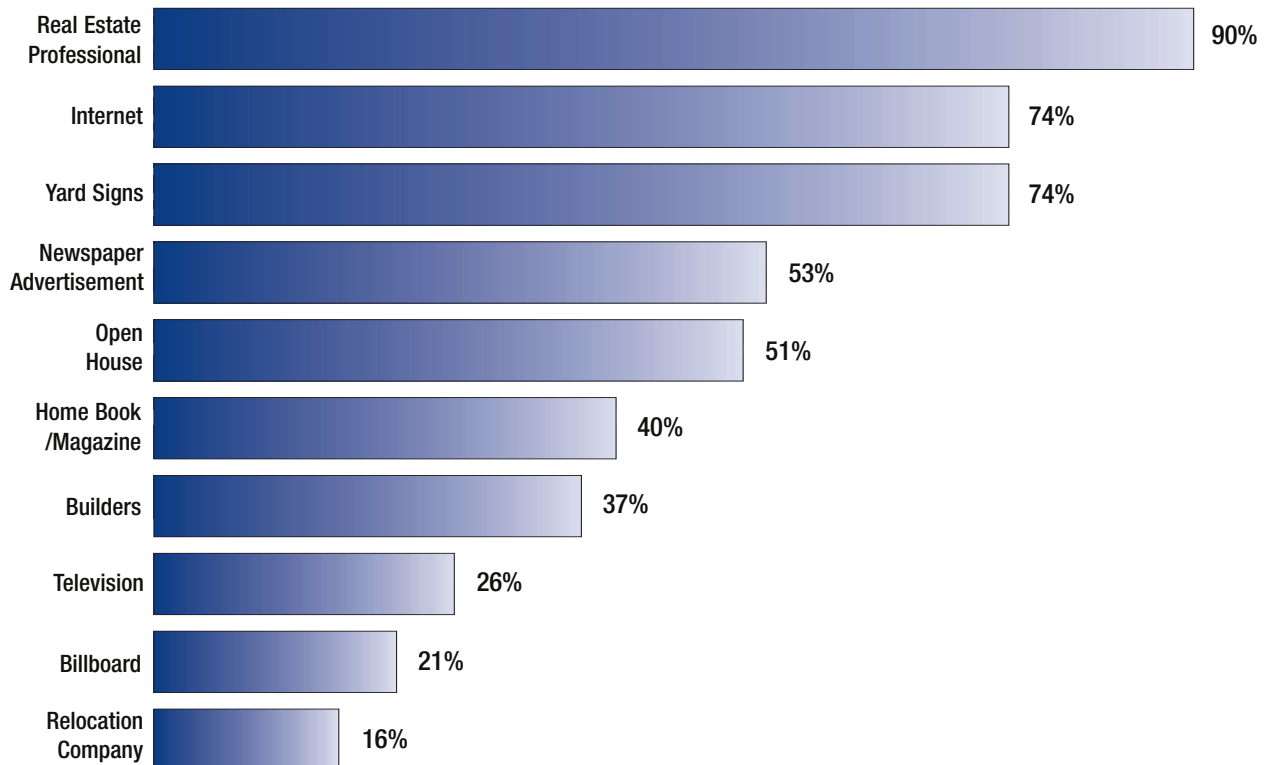
## Market Research

*One of the greatest benefits we can offer home sellers is bringing the most qualified buyers to your home.*

Marketing real estate takes a lot more than a yard sign and classified advertising. It takes networking and maximum exposure to the real estate community.

Studies show that the vast majority of home buyers come as a result of the efforts of a real estate sales professional.

Understanding where buyers really come from allows Coldwell Banker Residential Brokerage professionals to successfully focus your marketing efforts.



Source: The 2004 National Association of Realtors Profile of Home Buyers and Sellers  
Results based on 8,205 surveys. Multiple responses were allowed.