

VALUE OF WEBSITE FEATURES

Exhibit 3-9

(Percentage Ranking Feature "Very Useful" Among Buyers Who Used the Internet)

AGE OF HOME BUYER

	All Buyers	28 and younger	29 to 38	39 to 53	54 to 63	64 to 72	73 to 93
Photos	87%	90%	91%	91%	88%	80%	67%
Detailed information about properties for sale	85	83	85	91	85	82	73
Floor Plans	52	49	52	56	52	52	44
Virtual tours	46	41	44	48	48	45	39
Real estate agent contact information	42	39	37	41	45	48	57
Detailed information about recently sold properties	41	37	45	47	40	32	21
Neighborhood information	39	36	43	44	34	33	29
Interactive maps	37	43	40	43	33	30	16
Pending sales/contract status	36	43	41	42	30	24	18
Videos	25	25	23	26	27	21	25
Information about upcoming open houses	27	27	31	32	21	20	12
Real estate news or articles	8	8	8	9	6	7	5