

*K*oenig & Strey's comprehensive online strategy gets results.



ONLINE STRATEGY

Koenig & Strey views the Internet as the most important channel for getting the word out to the market place about our listings. Over 90% of home buyers use the internet to find their next home. Over 36% say they actually found their home on the Internet versus 2% who say they found it in a newspaper. Internet use has grown in importance by leaps and bounds since 2000 by over 160%. Spending for online advertising now outpaces print advertising in all categories of product sales and newspapers continue to lose market share to the swift and convenient appeal of Internet information sources.

In response to the migration of the home buyer audience from print advertising to searching on the Internet, we have developed a sophisticated and highly integrated online advertising strategy. This strategy is designed to give our listings maximum exposure to qualified home buyers who are most likely to purchase a home in the near future.

Here is an overview of the technical means used in promoting our listings:

