



\$100B

Spent every year on realtors to facilitate a seller closing a deal with a buyer. (in the U.S. alone)

3M
U.S. Agents

15.3M/yr
U.S. Home Seekers

45% Home seekers hacking social media as part of their home search process.

97% Real estate agents that use social media to market their listings.

60% Homebuyers who “compromise” on their needs to get what they want in a home.