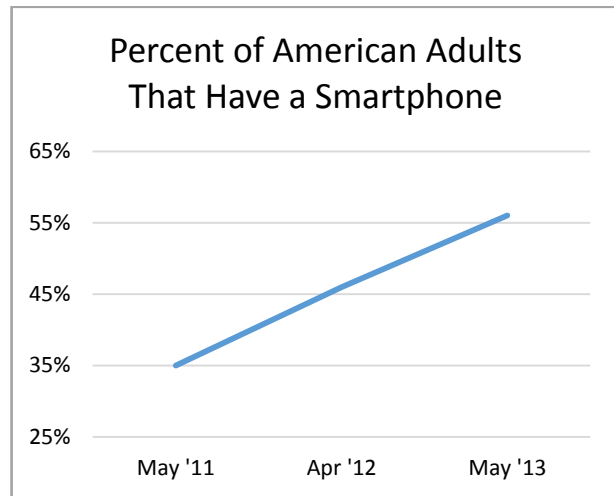
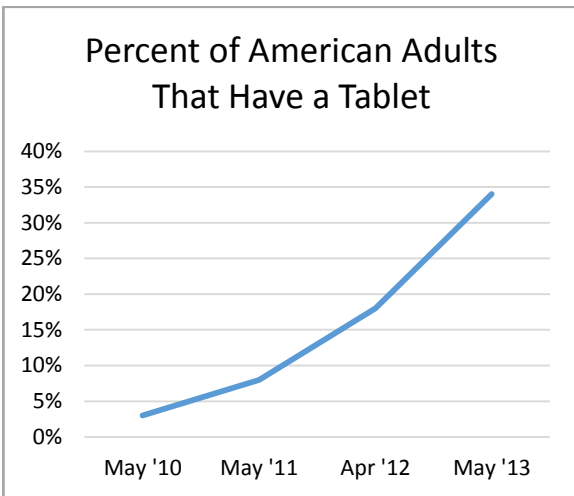


# Your Clients are All Mobile Now

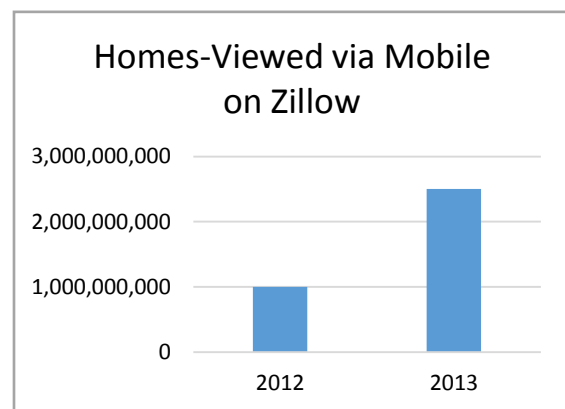
Communication via smart phones & tablets has exploded in the past three years.



Buyers and sellers are researching and financing homes via mobile.

**Zillow** – more than 60% of visits came from a mobile device in 2013.

- Home shoppers spent more than five billion minutes on Zillow's apps and viewed homes more than 2.5 billion times, up 150% from 2012.
- Nearly **100 million GPS-enabled searches** were initiated on Zillow via mobile apps.
- Buyers submitted **more than 4.7 million loan requests** through mobile devices via Zillow Mortgage Marketplace, up 72% year over year.



**Tablet Web Searches** – searches at Google from tablets related to real estate brokers **grew 300%** year over year and home builder related searches **grew 362%** in 2012.

**Mobile is now simply table stakes for an effective real estate professional. Be sure your team is armed with TouchCMA – a powerful mobile presentation tool.**