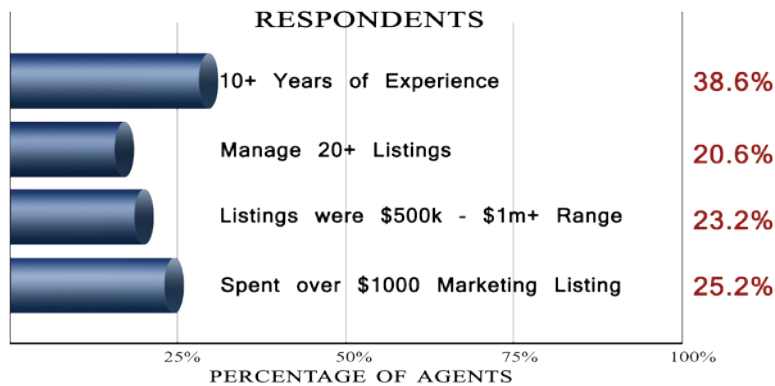
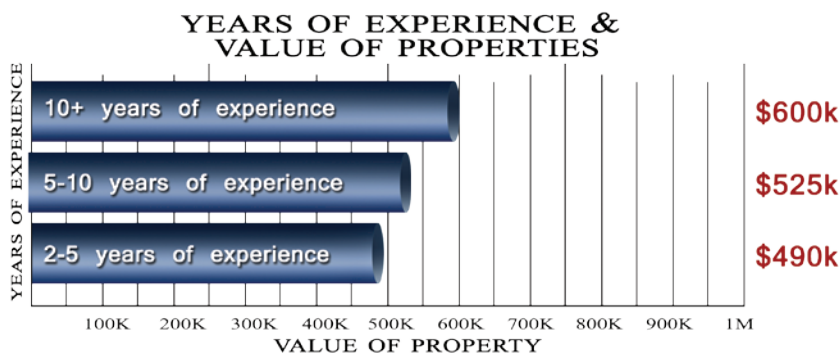


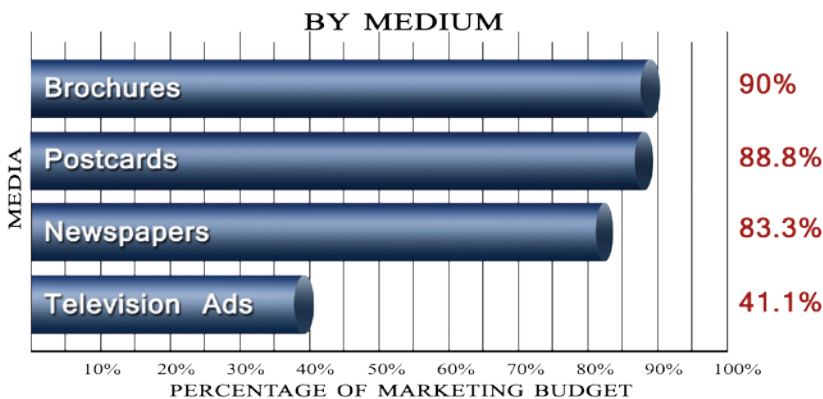
National Real Estate Marketing Spending Survey Results



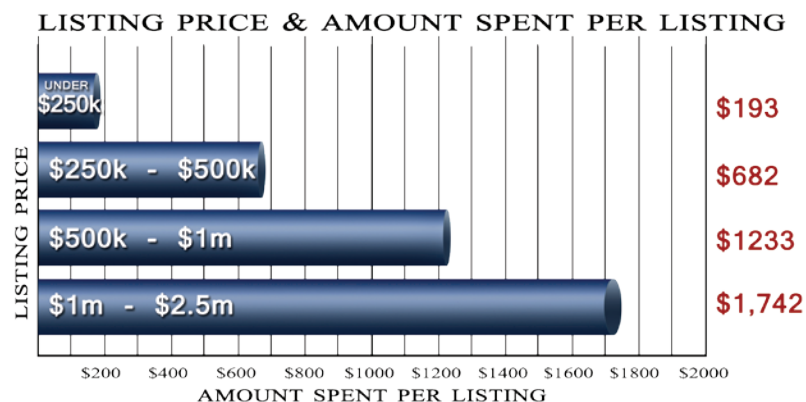
With over 1,300 respondents, this survey provides a national and multi-tiered look at how Real Estate Professionals utilize and allocate marketing dollars.



The longer a Real Estate Professional is in business, the greater the value of the properties they list. Those with 2-5 years of experience had listings in the \$490,000 range while those with 10+ years of experience had listings of \$600,000 in value.



90% of respondents said they use brochures to market their listings.



There was a direct correlation between the amount an agent spent to market a property and the value of the property.



National Survey of Real Estate Professionals with 1,304 Respondents.
Source: VHT, Inc. 2008 National Real Estate Marketing Survey

800.790.8687 | www.VHT.com | Info@VHT.com