

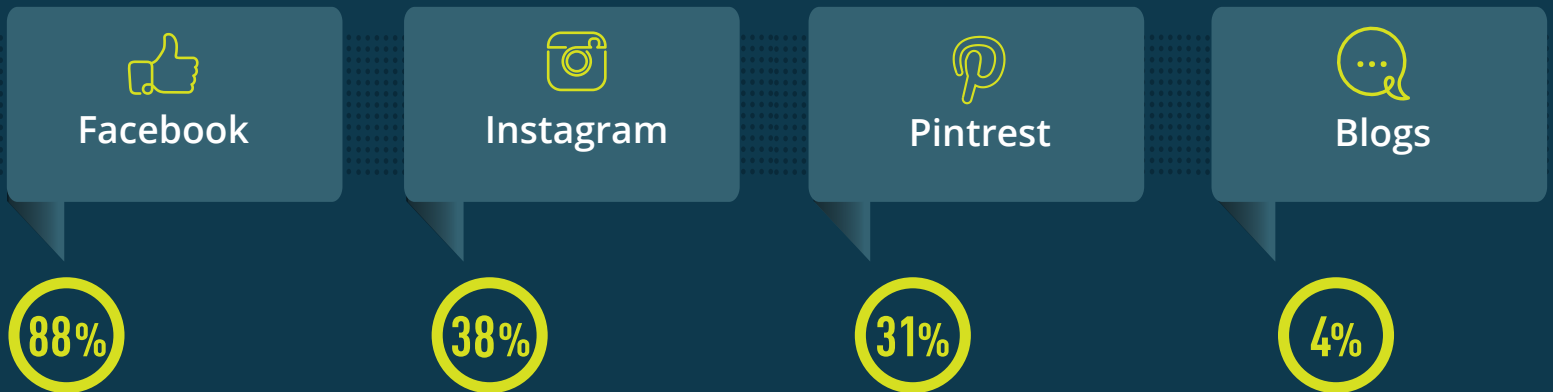
ONLINE HABITS OF 55+ HOMEBUYERS

Consumers are just as likely, if not more likely, to search social media, like Facebook, for information as they are to visit your website.



Top Places People Search First for Information about Homes, Communities, and Builders

Social media channels used by 55+ homebuyers

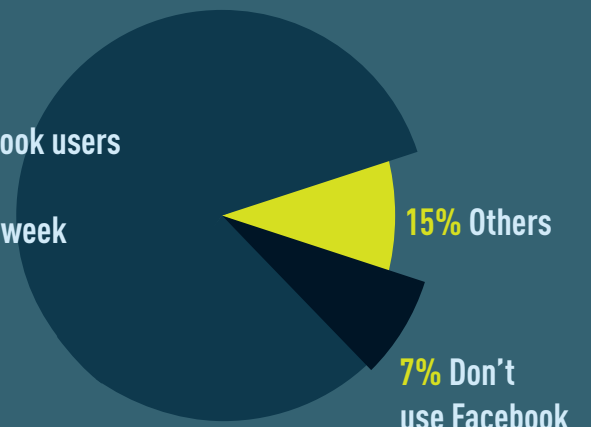


55+ potential buyers are on social media

91% Expect a builder or community to have a website

47% Expect a builder or community to have a Facebook page

78% Facebook users want info 1-3 time a week



Regardless of inquiry source, the majority of prospective home buyers are happy if you respond to them within 1 working day.