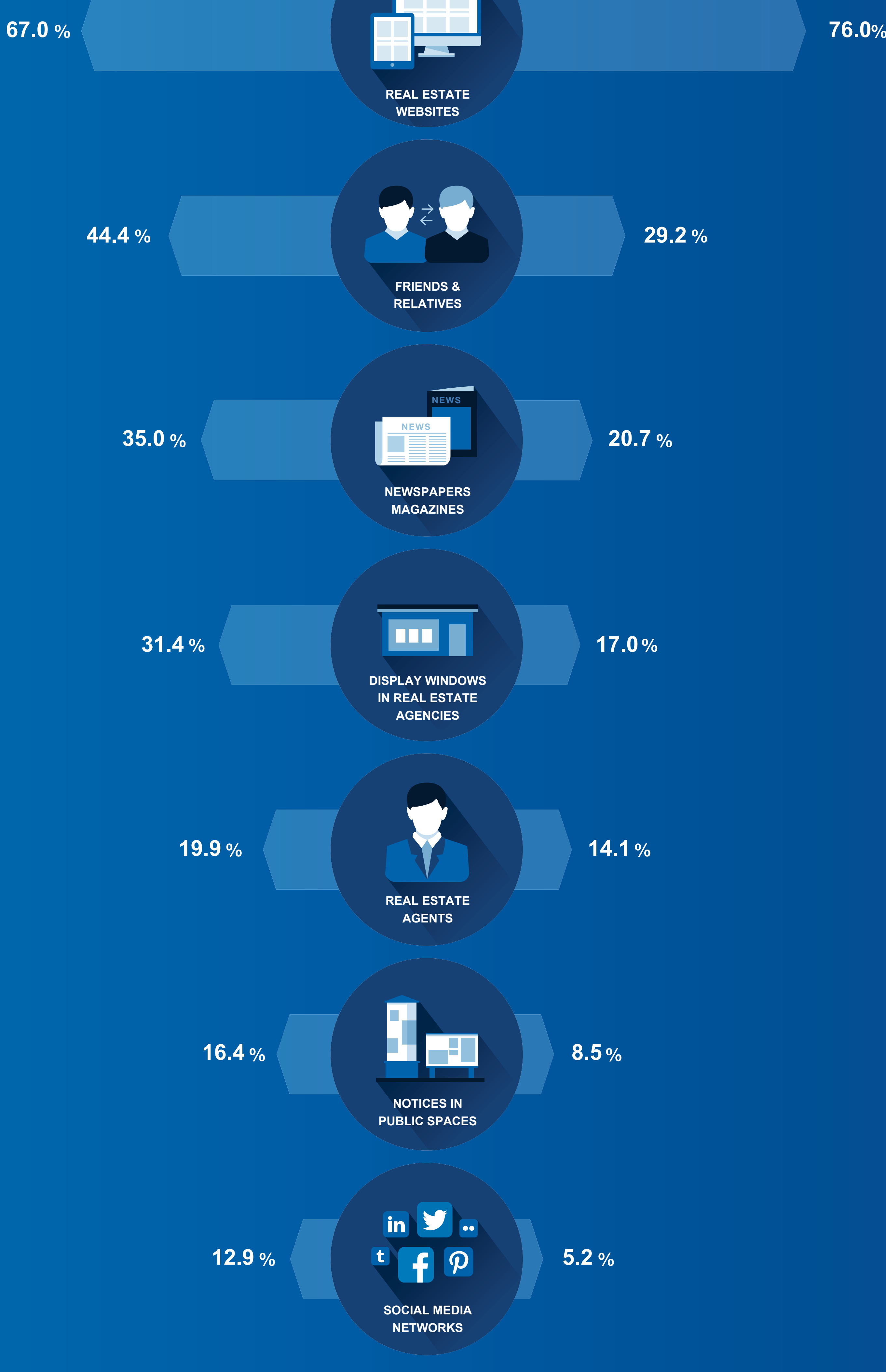


80% of Europeans find their property through online channels

WHERE DO EUROPEANS LOOK FOR A NEW PROPERTY?

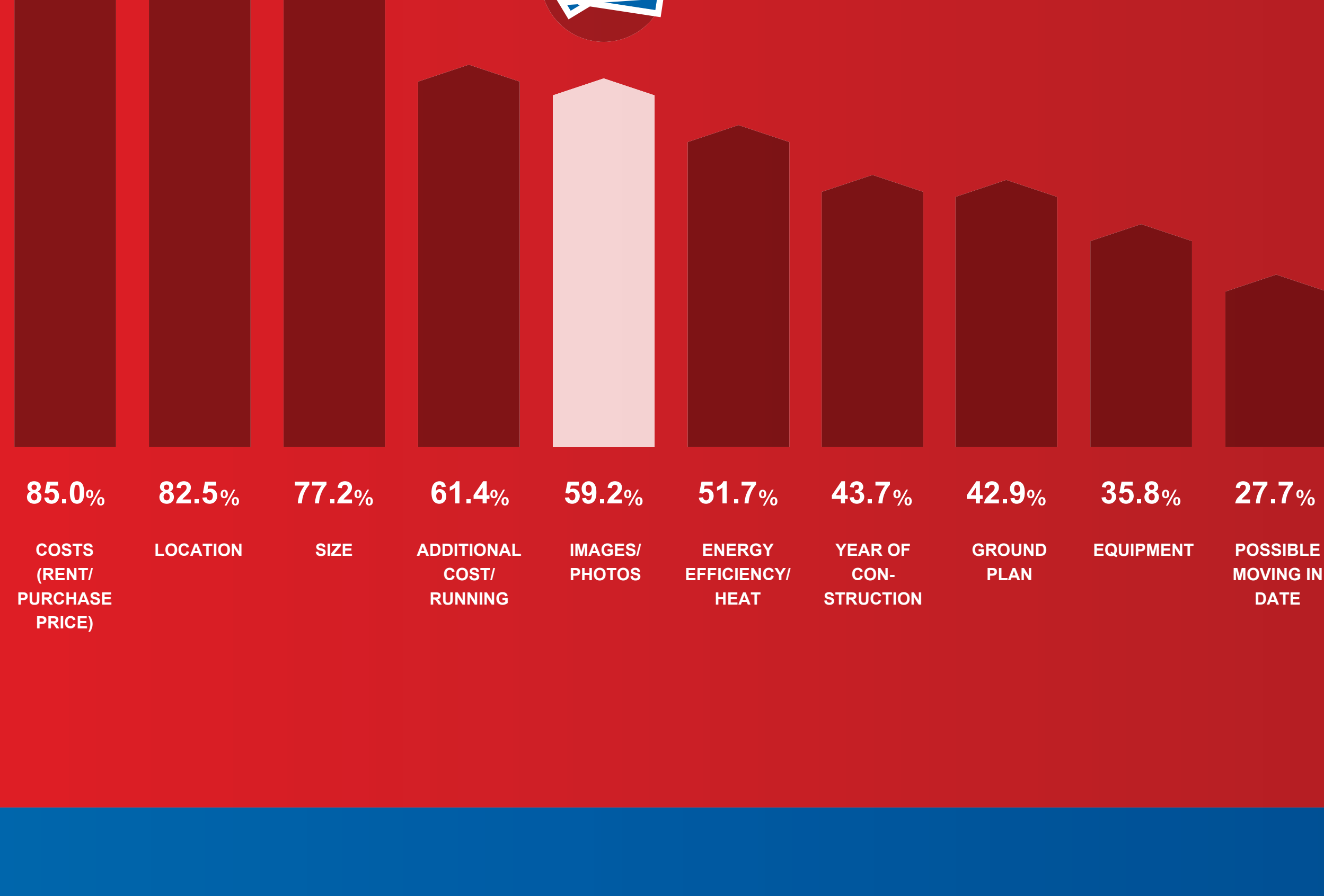
WHERE DID THEY ACTUALLY FIND THEIR NEW PROPERTY?



The price remains the most important search criteria



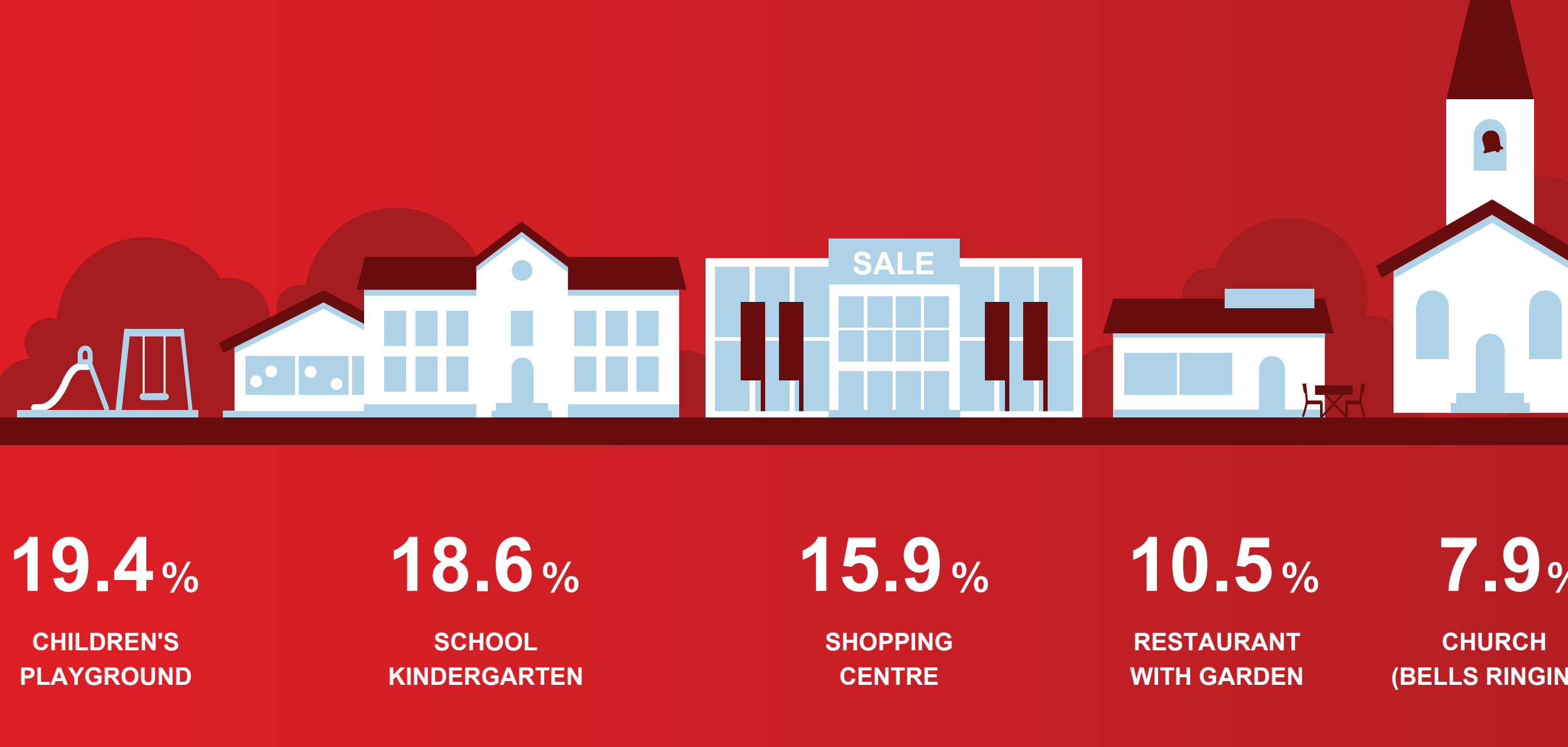
PHOTOS PLAY AN IMPORTANT ROLE IN THE SEARCH PROCESS. NEARLY 60% OF RESPONDENTS STATE THAT THEY NEED TO BE FAMILIAR WITH IMAGES OF THE PROPERTY BEFORE CONSIDERING SHORTLISTING IT.



Sanitary facilities are among the most crucial factors paid attention to during the initial viewing



Facilities in the neighborhood need to be family-friendly



SIGNIFICANT RESULTS



Price remains the toughest challenge in the search for a property



ASKED ABOUT THE CHALLENGES DURING THEIR LAST PROPERTY SEARCH, EUROPEANS SAID THAT THE PRICE OF FLATS AND HOUSES WAS OFTEN TOO HIGH FOR THEM.

