

75% of the Dutch find their property through online channels

WHERE DO DUTCH PEOPLE LOOK FOR A NEW PROPERTY?

WHERE DID THEY ACTUALLY FIND THEIR NEW PROPERTY?

63.8 %



REAL ESTATE WEBSITES

69.6 %

24.4 %



FRIENDS & RELATIVES

14.3 %

21.8 %



NEWSPAPERS MAGAZINES

14.9 %

21.8 %



DISPLAY WINDOWS IN REAL ESTATE AGENCIES

11.8 %

15.8 %



HIRING A REAL ESTATE AGENT

13.7 %

9.8 %



NOTICES IN PUBLIC SPACES

5.3 %

11.8 %



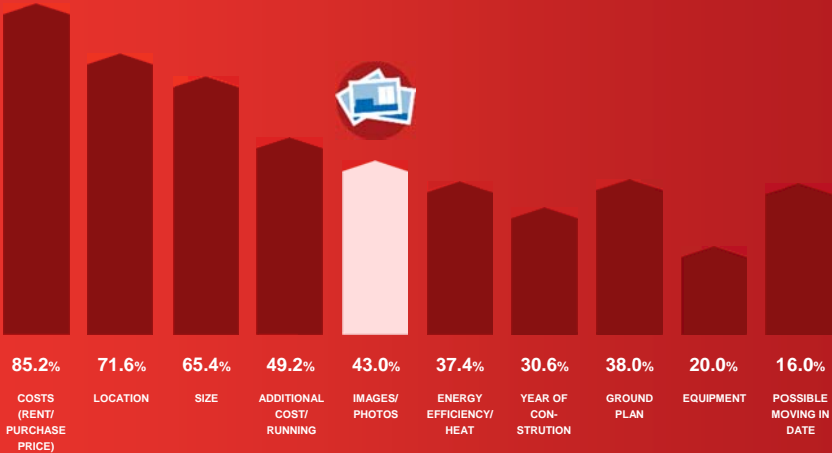
SOCIAL MEDIA NETWORKS

5.0 %

The price remains the most important search criteria



PHOTOS PLAY AN IMPORTANT ROLE IN THE SEARCH PROCESS. OVER 40% 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



14.4%
CHILDREN'S
PLAYGROUND

10.4%
SCHOOL
KINDERGARTEN

26.2%
SHOPPING
CENTRE

9.6%
RESTAURANT
WITH GARDEN

9.8%
CHURCH

SIGNIFICANT RESULTS

WOMEN
AND
PEOPLE > 50 YEARS



WOULD PARTICULARLY WELCOME
THE PROXIMITY OF A SHOPPING
CENTRE.

DUTCH PEOPLE BETWEEN

30-39



RANK THE PROXIMITY OF
SCHOOLS, KINDERGARTEN AND
PLAYGROUNDS AS PARTICULARLY
IMPORTANT

Price remains the toughest challenge in the search for a property



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

