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What Women Want From Social Sites

I often hear the comment that the social networks, Facebook, Twitter, LinkedIn etc, have never sold a home. If you are one with this mindset, I would suggest you read “The Power of Social Networking for Women” research study. After reading this, your mind could change.

Women, who we all know control the home buying decisions, are active “social networking aficionados” - 59% report visiting such sites multiple times per day. Unsurprisingly, Facebook was the most popular social network among these users, with 83% belonging to the site. Nearly three-quarters (73%) were members of LinkedIn and 55% were on Twitter. What is even more amazing is that almost one-half of respondents (48%) reported belonging to four or more social networks.

We all know many use these sites for professional networking, however, what is even more important to builders and real estate agents is that 79% reported doing product and service research on the sites. This poses the question: ***If 79% of women look to social networking sites to evaluate products and services, why aren't you on these sites?***

Questions? Comments?

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