

# Mobile Trending in Real Estate

What's happening and why you need to care!



# Michael Minard

Delta Media Group, Inc.  
President

- ▶ 36,000 websites since 2000
- ▶ 2 Billion page views
- ▶ 3,600,000 listings updated daily
- ▶ Leads!





# Your Business & Your Customers!





# Mobile Trending



# Mobile Trending Concerns

- The industry isn't really discussing it!
- Any discussions that are happening are product promotion and self-serving
- Customer behavior is changing rapidly
- Looking at 2013 trends is critical
- By the end of 2013, 60% of your customers will be mobile



# Mobile Trending Questions

- What is the change in mobile behavior?
- Where is this change in behavior heading in the next year?
- What does this mean for my business?
- What changes can I expect in my customers?





# Mobile 20 Months Ago



# Mobile 20 Months Ago

- January 2011 - 8% of total traffic was mobile
  - Weekends were 10% mobile
  - Weekdays were 7% mobile
  - 5% of the leads were from mobile
- According to IDC...
  - The mobile phone market grew by 17.9%, mostly driven by smartphones
  - Predicting growth through 2014, driven by smartphones



# Mobile in January 2010

- 1% of the traffic was mobile





# Mobile Last Month (August 2012)



# Mobile Last Month (August 2012)

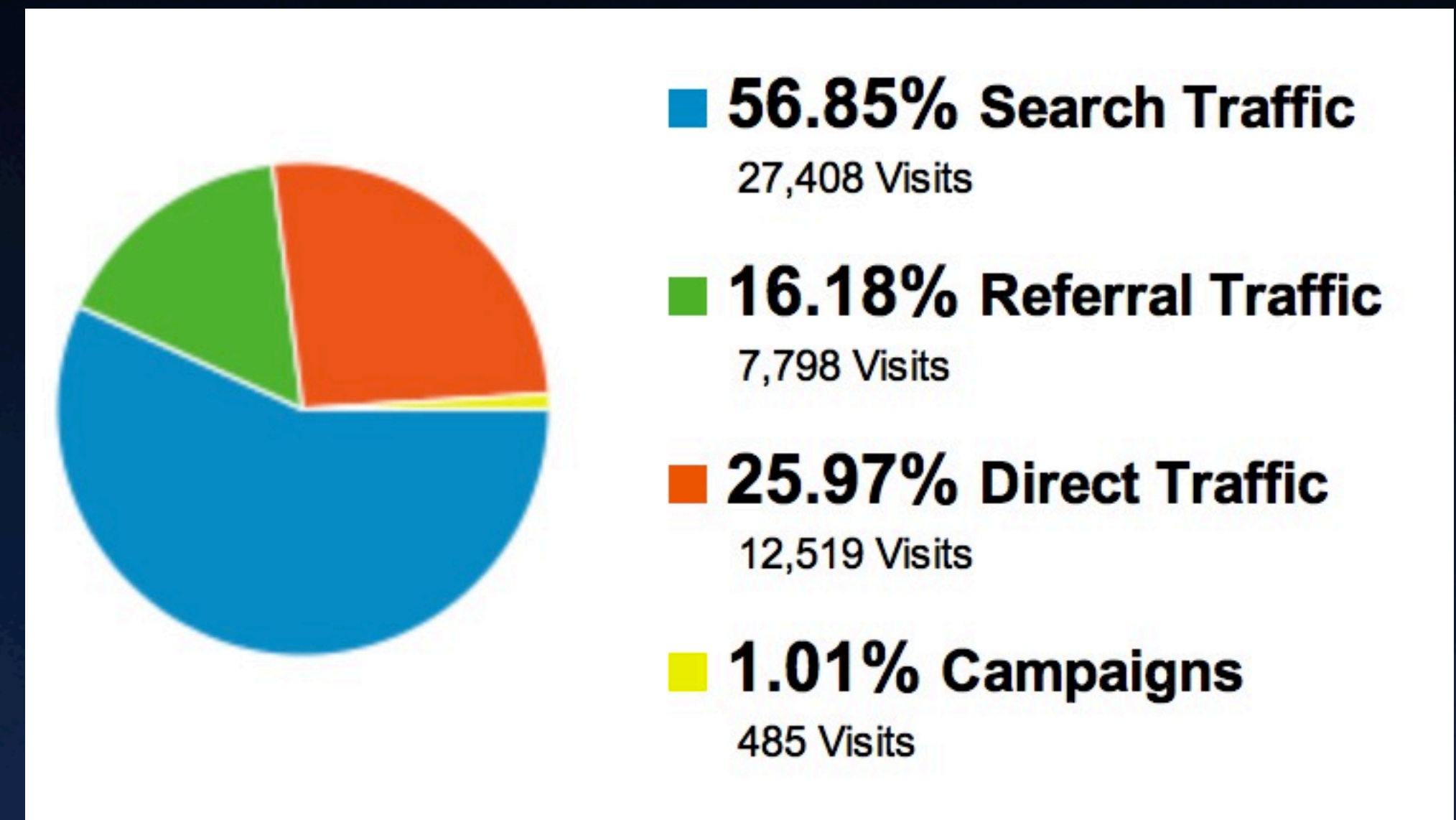
- 28% of total traffic was mobile
  - Weekends were 35% mobile
  - Weekdays were 26% mobile
- 13% of the leads were from mobile\*
- According to Nielsen (June 2012)...
  - 54.9% of phones are smartphones (May was 50.4%)
  - 2/3 of new mobile buyers are buying smartphones

\* Not accounting for phone calls



# Mobile Last Month (August 2012)

- Traffic Sources for Mobile
  - SEO for Mobile is Critical
  - Customer Experience
  - Integrated Experience



\* Not accounting for phone calls





# Mobile in 2013



# Mobile in 2013

- Predictions from Trending
  - by the end of 2013...
    - 62% to 64% of weekend traffic will be mobile
    - 46% to 47% of weekday traffic will be mobile
  - Tablets will continue to grow



# What does this mean for your business?

- You **MUST** have a mobile solution
- A mobile app is not the answer
- Stop 'focusing' on desktop web experience and focus on 'mobile' customer experience



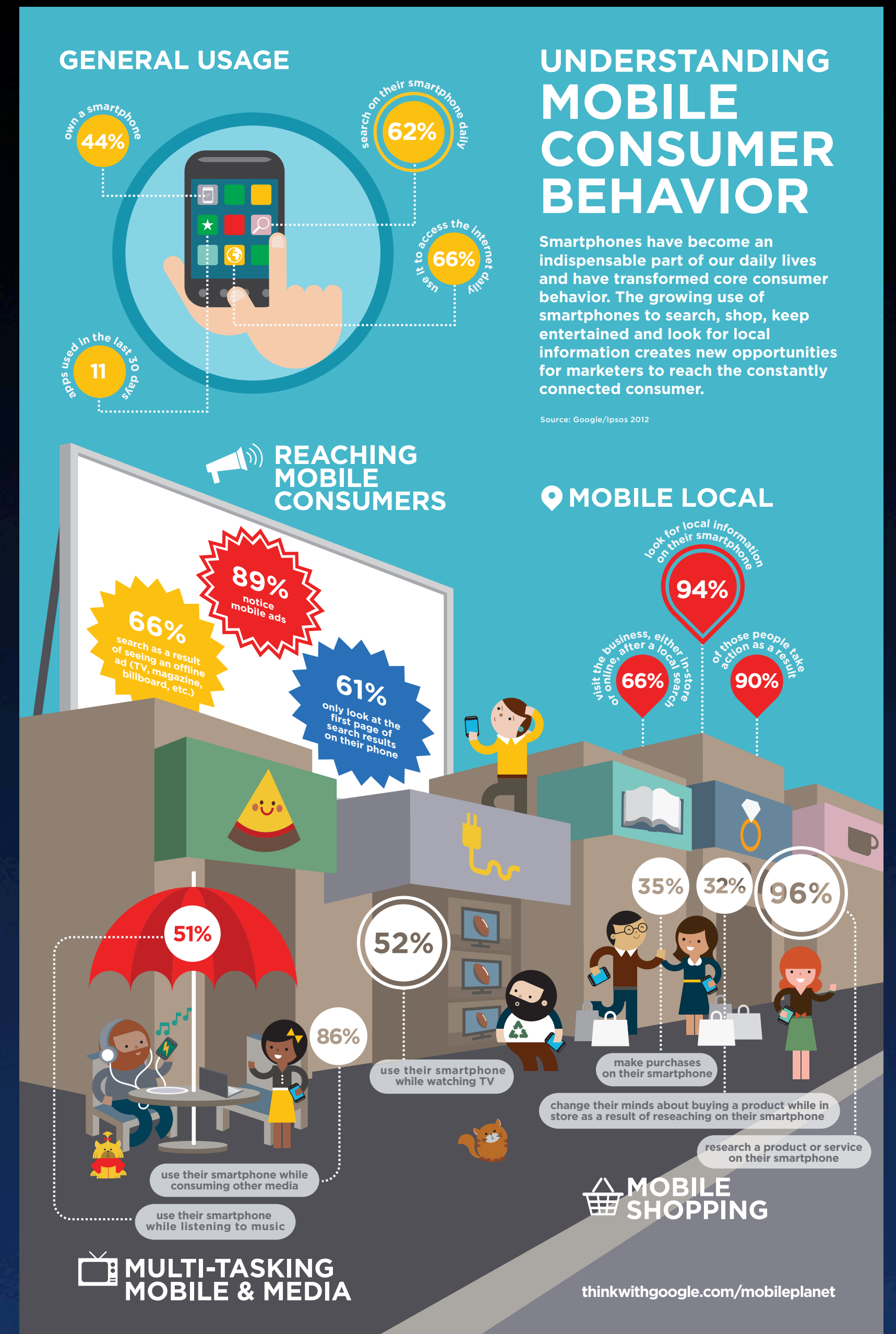
# What does this mean to Delta?

- Our primary 'focus' is shifting from desktop experience to mobile experience
- Our focus is on generating leads on mobile
- Our focus is SEO on mobile
- Purposeful focus on...
  - Solutions for smart phones
  - Solutions for tablets



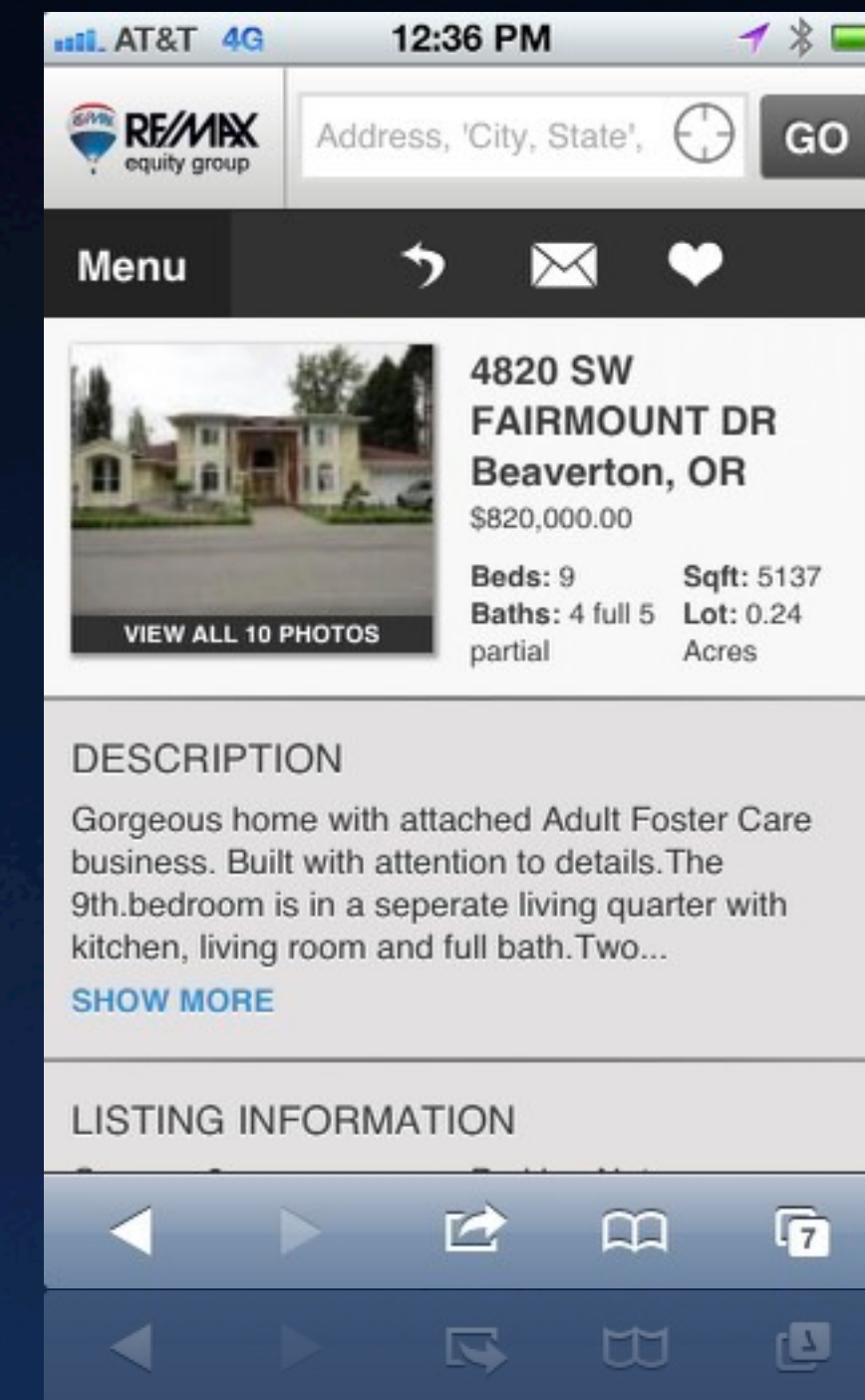
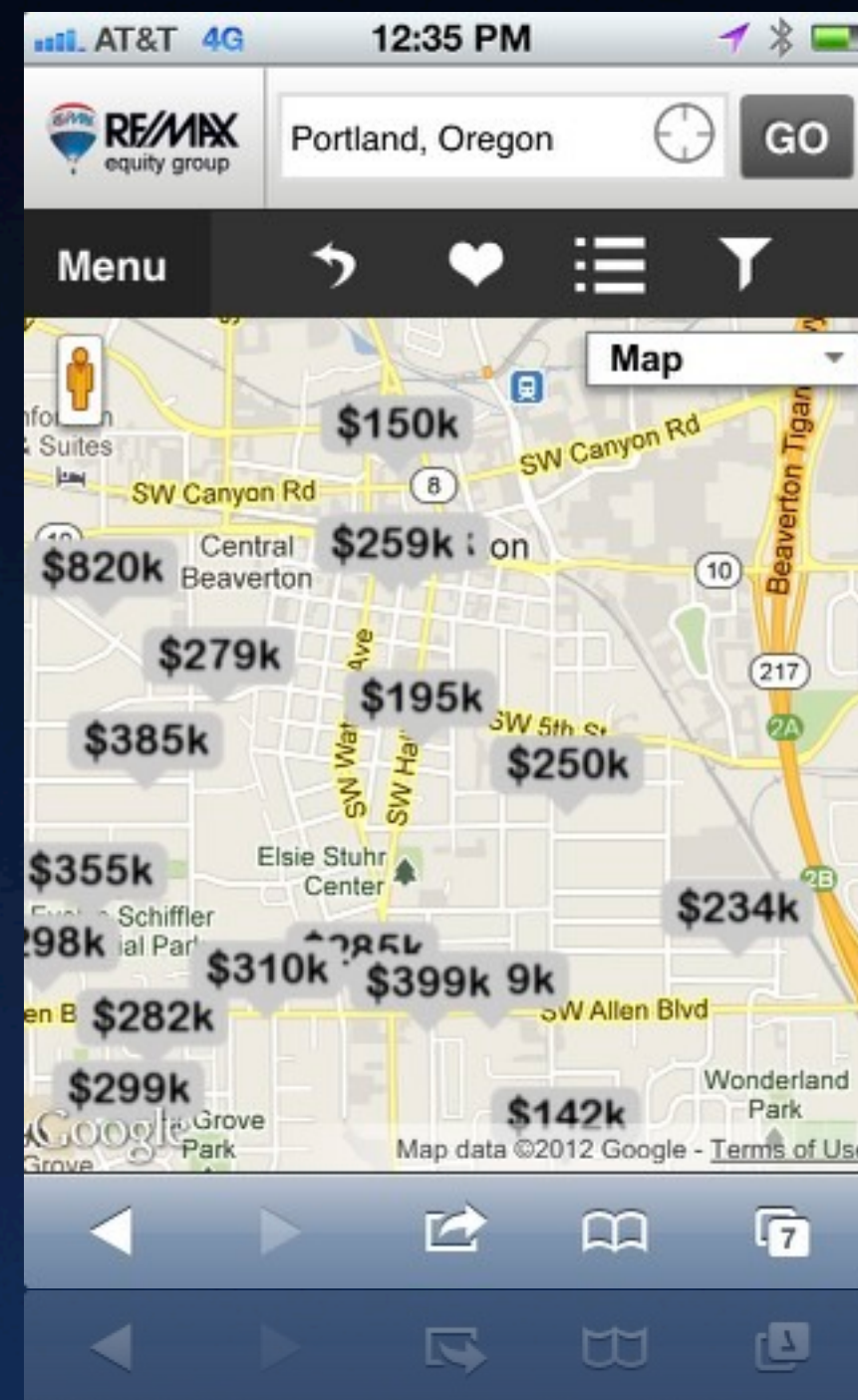
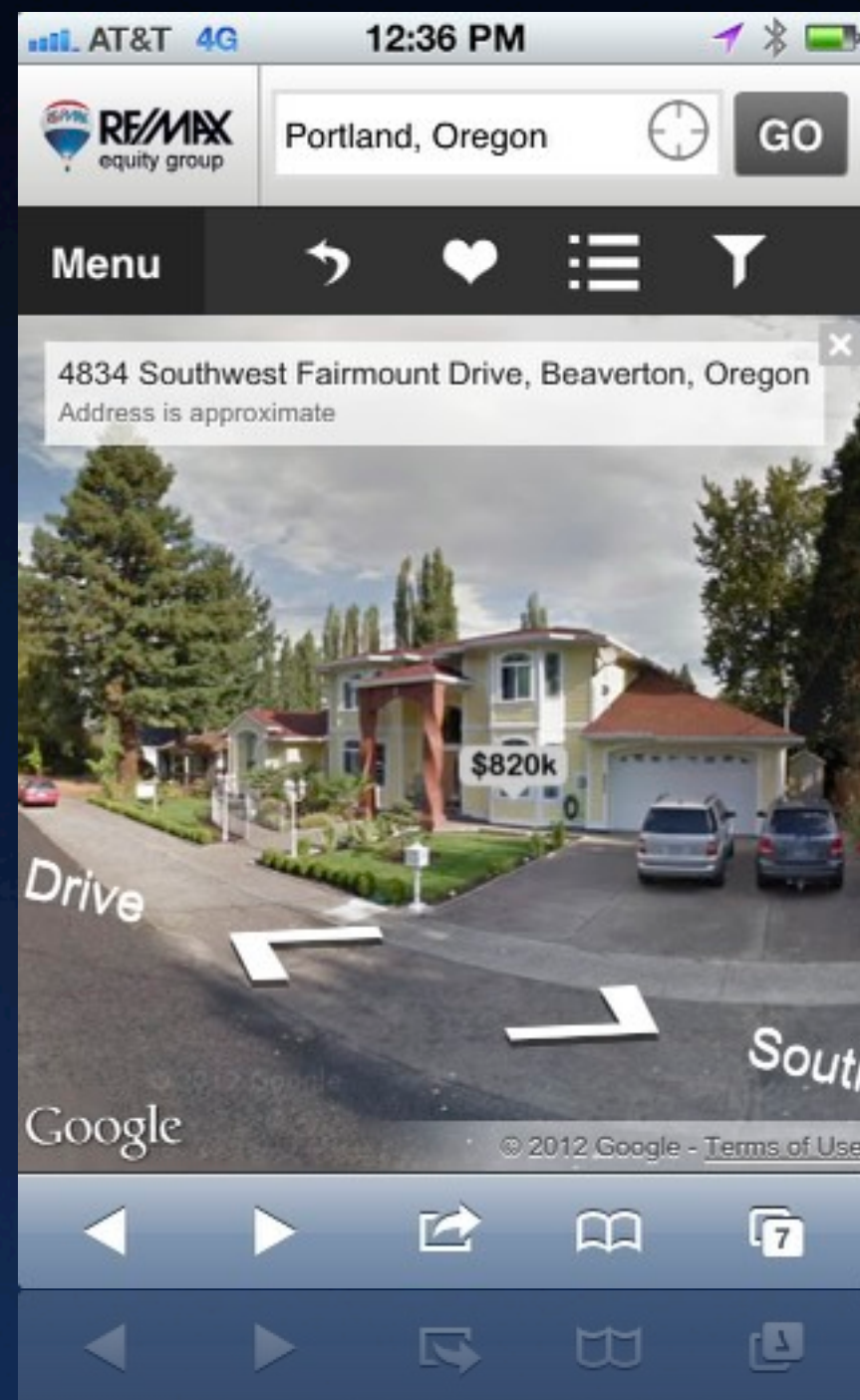
# How is mobile customer behavior changing in 2013?

- <http://www.thinkwithgoogle.com/mobileplanet>
- 94% look for local information
- 90% take action
- 96% research products





# Delta's New Mobile





# Delta's New Mobile Demo



# Thank you!

<http://www.facebook.com/DeltaMediaGroup>