

INNOVATION AND TECHNOLOGY

CALIFORNIAMOVES.COM



While the decision to buy a home may always be somewhat “low tech”... Can I afford it? Does it suit my lifestyle? Will it feel like home?... the methods that today’s home buyers use to actually *find* their dream home have become decidedly high-tech.

According to research by the California Association of Realtors®, a remarkable 70% of home buyers in Northern California begin their real estate search by going online.

COLDWELLBANKER.COM



Coldwell Banker offers these technologically-savvy home buyers more ways to find more homes via the Internet than any other real estate company – with not just one, but *three* dynamic websites featuring thousands of homes throughout Northern and Southern California.

REALTOR.COM

