

Picturing the Perfect Home on Realtor.com



“Infoimaging provides us with the most cost-effective, lead-generating tool in real estate, period.”

**—Jonathon Greenblatt,
Vice President of Imaging,
Realtor.com**

Now more than ever prospective buyers are turning to online sources in search of the perfect home. The official site of the National Association of REALTORS®, Realtor.com has more than 2 million constantly-updated real estate listings – representing 95% of all active listings. Online listings can lure buyers with property photos and “virtual tours” using iPIX technology. Thanks to infoimaging capture devices and online services, Realtor.com processes 100,000 images each month to beckon visitors home.

Visit www.VisualCommunication.info for the complete story on how infoimaging is changing the real estate landscape.

