



<b>POINTS OF CONVERSION</b>	<b>SELLER RATES</b>	<b>BUYER RATES</b>
<b>Visitors by Type</b>	<b>15%</b>	<b>85%</b>
<b>Visitors by Registrations</b>	<b>20%</b>	<b>3.25%</b>
<b>Registrations to Appointment</b>	<b>5%</b>	<b>5%</b>

**FIGURE 26** Average Internet conversion rates based on surveys with top agents.