

# RMLS™ Subscribers May Now Find New Homes Using New Home Source Professional




*Did you know?*

- The National Association of REALTORS® expects new home sales to increase by 62% in 2013.
- The median new home price exceeds resale homes by 41%.
- 54% of home shoppers may consider buying a new home.
- 47% of new home buyers will contact an agent before visiting a builder community.

*However, only 63% of new homes are actually sold by agents, and only 50% of new homes will be listed on an MLS!*

REALTORS® need ways of targeting new homes for sale. New Home Source Professional, now live on RMLSweb and available to all subscribers at no cost, provides this important tool.

 Subscribers can connect to New Home Source Professional via the link in the left-hand sidebar of RMLSweb or by navigating to Toolkit in the navigation bar and clicking “New Home Source.” Once on the New Home Source Professional site customized for RMLS™ (left), subscribers can search for and view a variety of builders’ community listings to find that perfect new home for their client.

New Home Source Professional provides RMLS™ subscribers exclusive community information and details about each home such as pricing, rooms, square footage, story, and amenities. The site also provides photos, floor plans, maps, directions, contact information for builders, and exclusive promotions for agents and consumers. Users will also receive weekly email

updates on new inventory and incentives. Read more about New Home Source Professional.

As resale inventory shrinks, access to information about new homes become increasingly important. New Home Source Professional can help you find these opportunities, and RMLS™ is happy to help.