

# Moving, the moment of truth.

## Objectives of the study

Quantifying the changes of suppliers when moving to a new home.  
Detailing the role of Immoweb when analyzing and choosing new suppliers.

## Study details

- 13.573 completed questionnaires (via internet & database)
- Field in January 2012 on Immoweb and representative sample
- Research institute: Profacts

## The real estate market in Belgium

- 145.000 'for sale' transactions
- 205.000 'to let' transactions
- 330.000 family moves per year in Belgium

## Immoweb in 5 figures

- 1/ 158.002 unique visitors per day (Metrweb January 2012) = Number 1 immo-site
- 2/ Immoweb has 4.1 times more visitors than the number 2 immo-site
- 3/ More than 190.000 real estate ads on Immoweb
- 4/ 1.000 new real estate ads per day on Immoweb
- 5/ Every second 2 visitors arrive on Immoweb

More info on [www.produpress.be](http://www.produpress.be)

Contact: [regie@produpress.be](mailto:regie@produpress.be) or by phone 02/333.47.77

**IMMOWEB.be**

## More than 1.5 million Belgians are currently looking for real estate.

Permanently, 20% of Belgians (1.747.502) is looking for real estate. 25% (2.184.377) has rebuilding, renovation or decoration plans for their current residence.



## 90% of Belgians looking for real estate use the internet for it.

When looking for real estate, Immo-websites are the number one source: they are watched by 99% of active seekers and 92% of latent seekers. 64% of active seeker visits immo-websites on a daily base or several times a week.



## 8 out of 10 Belgians mention Immoweb as their first real estate website.

For 6.902.632 Belgians, Immoweb is the first real estate website. Although only 20% of Belgians is currently looking for real estate, 65% already visited Immoweb.



## It takes buyers less than 6 months to find their dream house.

People find real estate faster than expected. 49% of people expect to find their real estate within 6 months. In reality they found their real estate within 6 months for 65%.



## Most renters find a place to live in less than 3 months.

When looking for a place to rent it goes even faster, 65% of people looking for a place to rent find it in less than 3 months.



## 81% of movers bought new furniture or decoration

81% of people who found new real estate bought new furniture or decoration. This is 2.8 times more than within the Belgian population.



## 50% of buyers closes a mortgage at another bank than their main bank.

Exploratory search for information on mortgages starts already 6 months before having found a new home. 57% searches on the internet. For concrete proposals, banks are most popular: 9 out of 10 asked one or several banks for proposals and 1 out of 2 will close a mortgage at another bank than their main bank.



## 50% of movers will change of energy supplier.

46% of people who has found their new property switch their energy supplier when they move versus 10% within the Belgian population. By advertising on Immoweb you will reach 4,6 times more people having the intention to switch their energy supplier than within the Belgian population.



## 50% of the renters switch of telecom provider when they move.

On Immoweb you will find 34% of buyers who will switch from telecom provider, this is 5,7 times more than within the Belgian population (6%). Within the renters population this figure reaches 46%.



## 50% of movers takes another insurer.

Insurers will reach proportionally 10,5 times more people who will switch insurer on Immoweb than within the Belgian population (4%). As for banks, people change from insurance supplier before their move.



## 70% of buyers look for financing before having found a house.

68% searched for exploratory information about financing before finding real estate. 28% searched for concrete financing proposals in advance.



## 50.000€ is the average buyers' budget for works on their new house.

When asked to the people looking to buy what budget they want to spend on works in their new home, the average spending intention is 50.000€. For renters it is 1.000€.

