

VISIO'S 2016

REAL ESTATE INVESTOR SURVEY

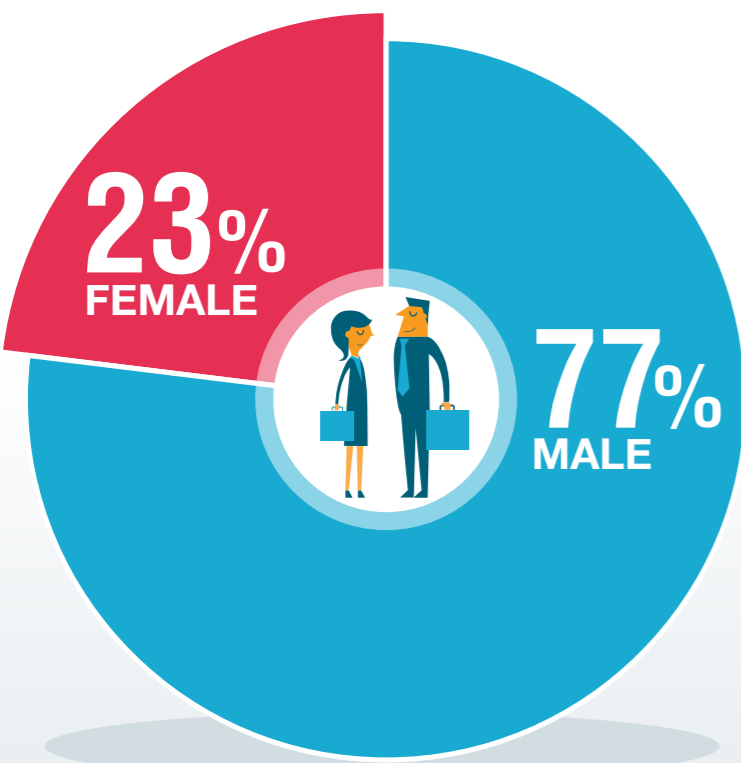


TODAY'S INVESTOR

65% ARE WHITE

25% ARE BLACK

10% OTHER

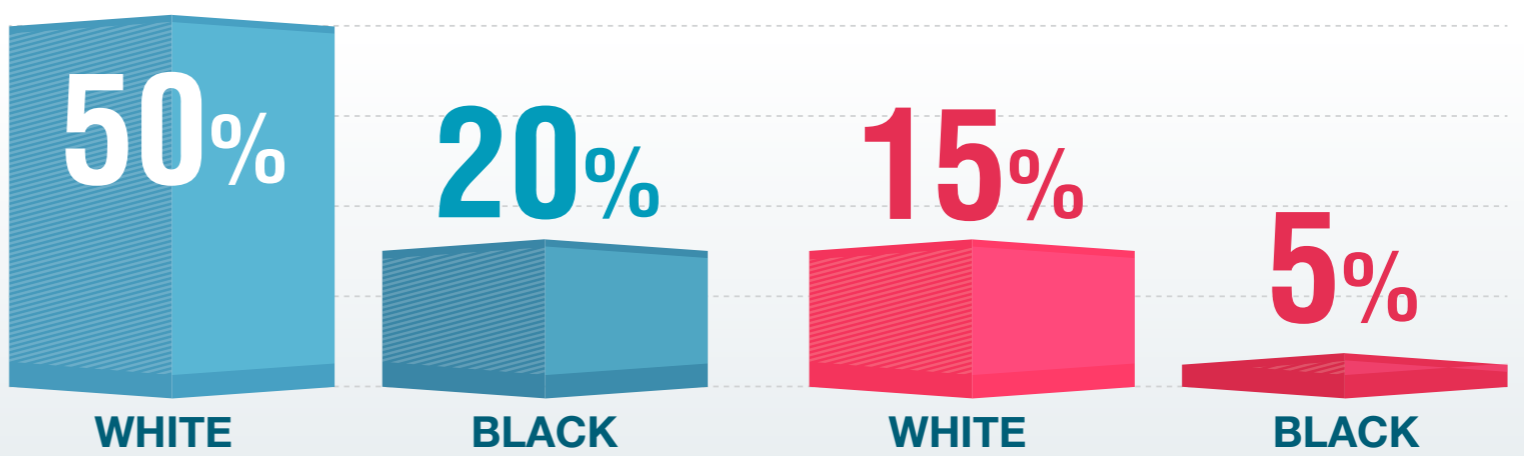


53 Average age of male investors

MALE

51 Average age of female investors

FEMALE

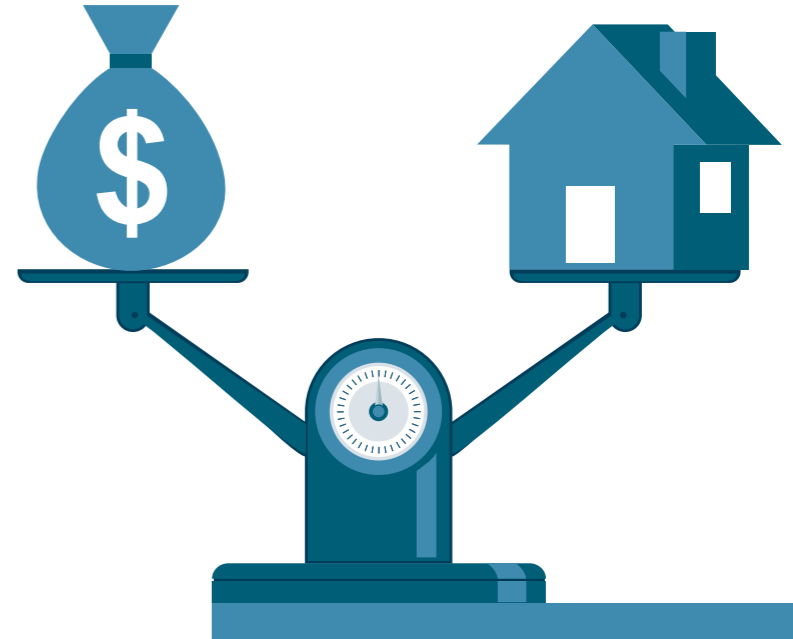


INCOME & CAREER

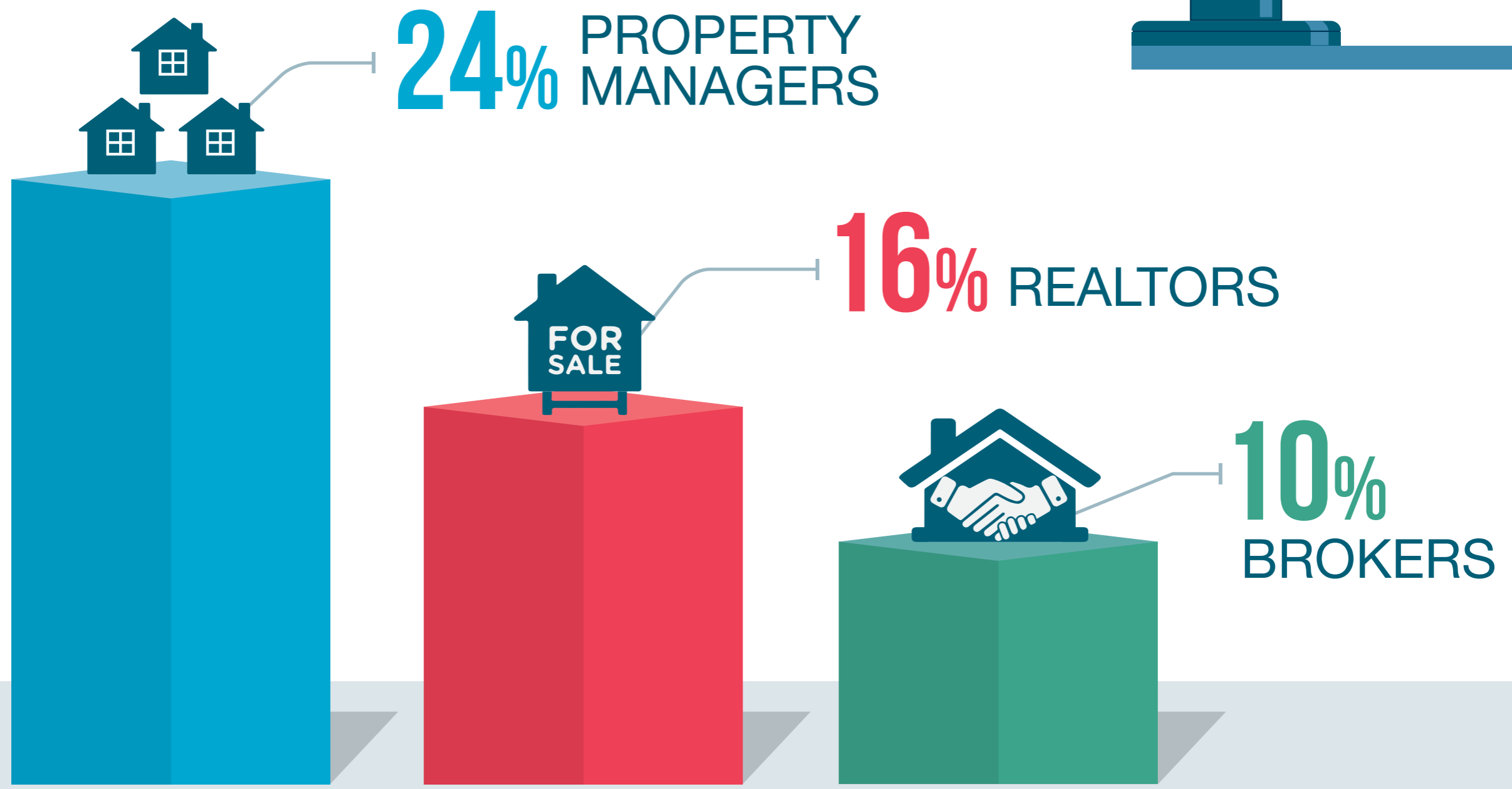
INCOME FROM INVESTING

41.8%

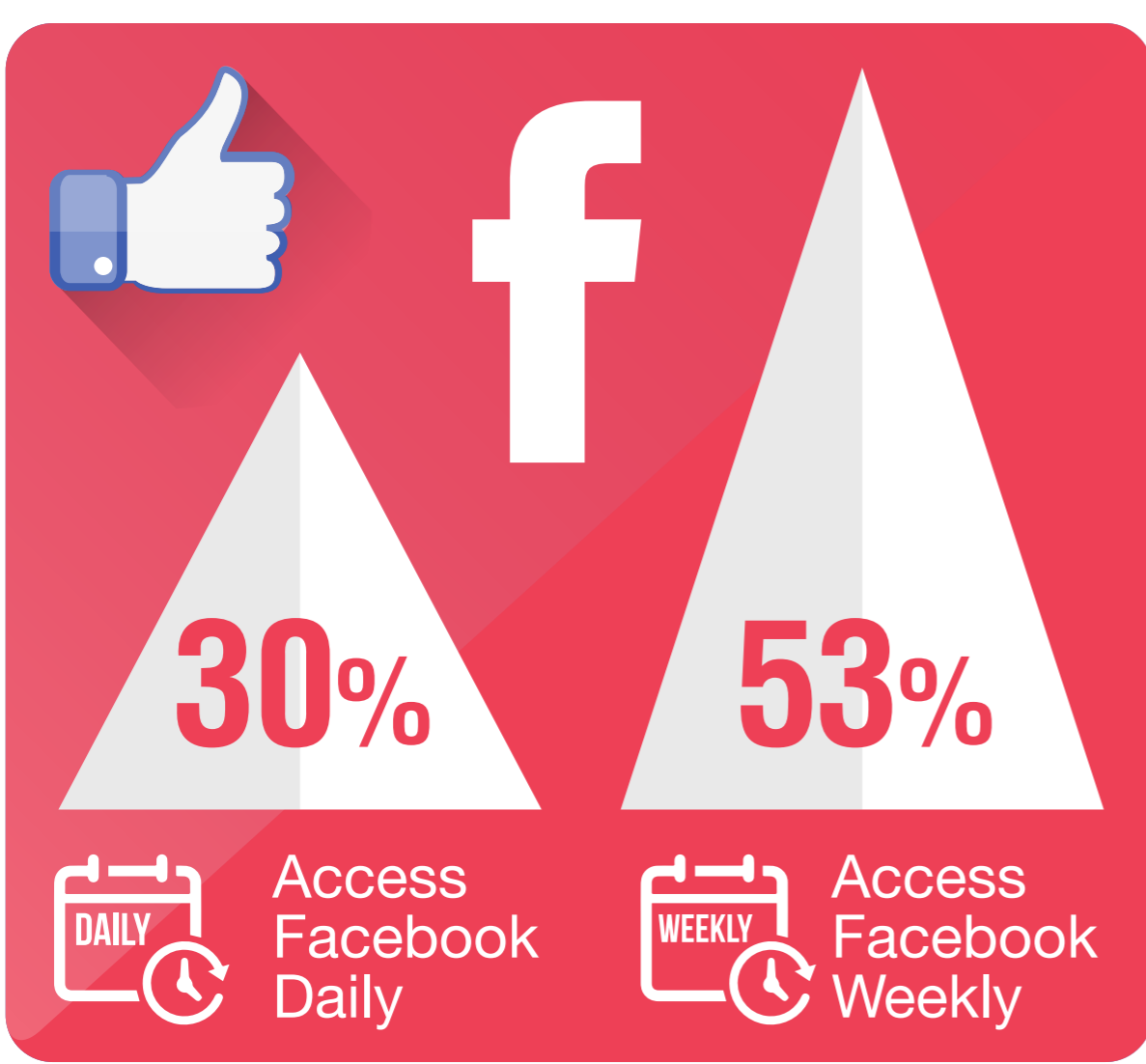
COMES FROM REAL ESTATE INVESTING



1/2 of Investors Have Multiple Professions

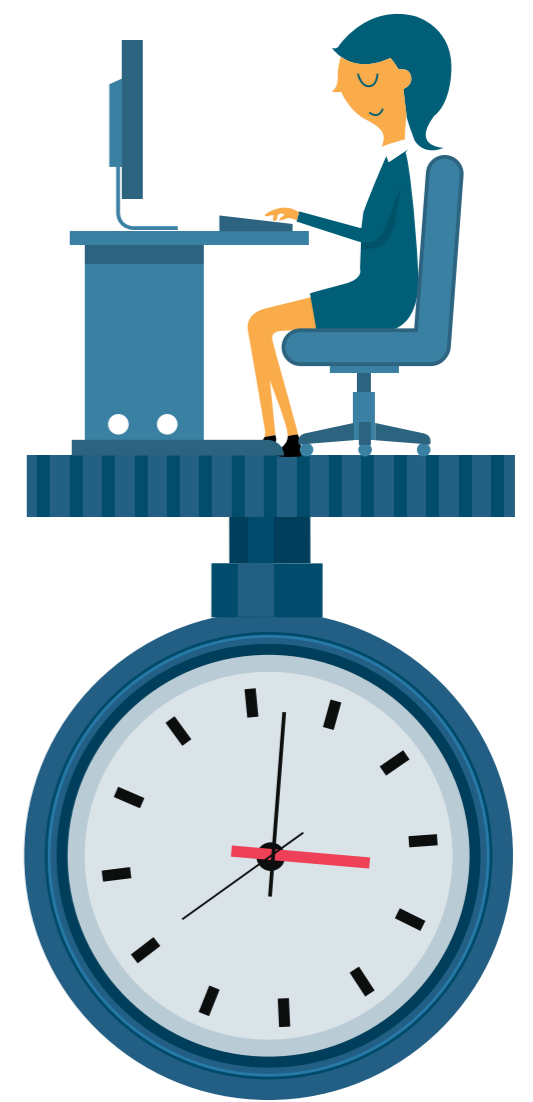


SOCIAL MEDIA USE



28% Use LinkedIn Weekly

8% Use Twitter & Instagram Weekly



INVESTOR NETWORKING

1-2X per Year In-Person Networking

Each Month

28% Investors Attend Meetups or Real Estate Investment Clubs

20% Investors Attend Educational Seminars

17% Investors Attend Local Networking Groups

4% Investors Attend Trade Shows

