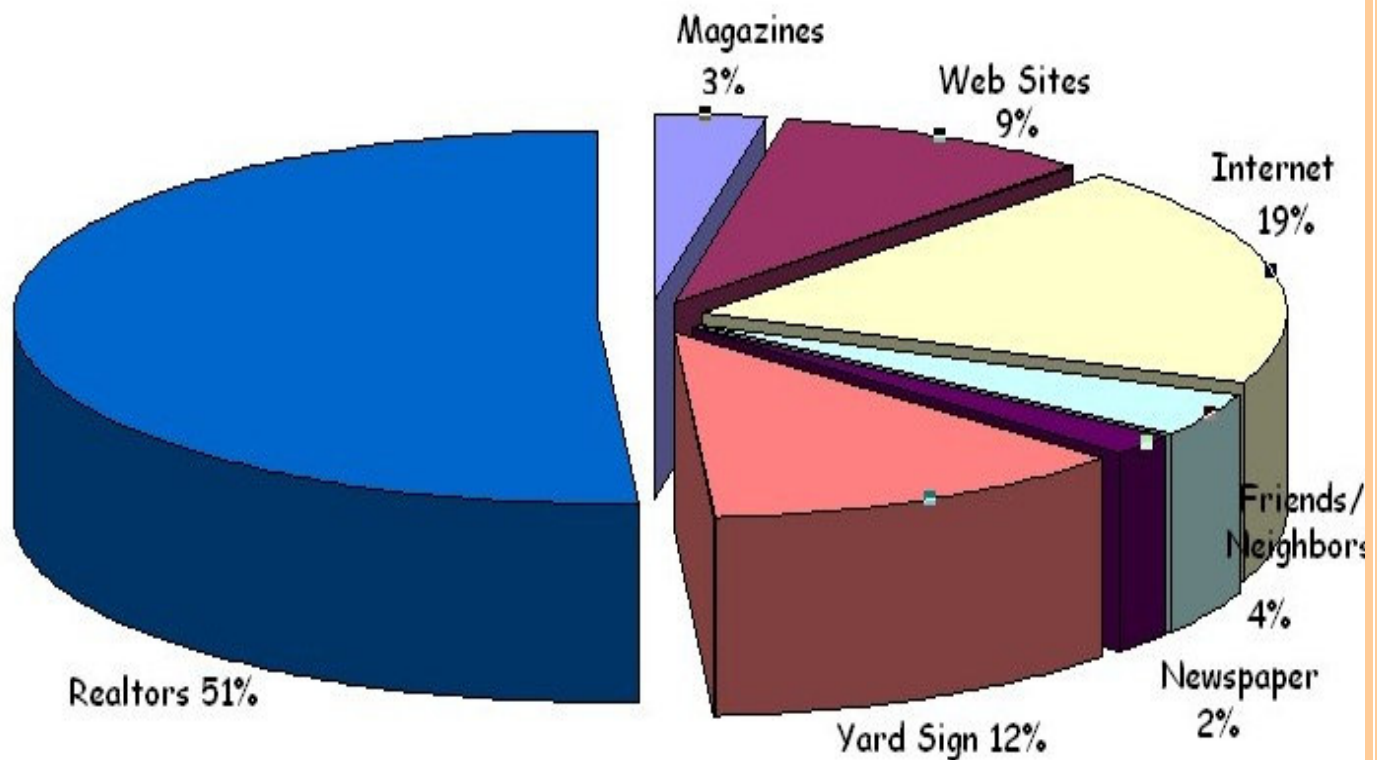


Where Do Buyers Come From?



Note:

Statistics above are from the National Association of Realtors and reflects the national picture. Looking at the national picture, the web/internet equals 28%. When we look at Alaska, it is interesting to note that the web/internet plays a much larger role. For Alaska that figure is around 42%. One last trend worth noting; newspaper ads, which by far are the most expensive, are the least effective! (63% of Generation-X does not subscribe to the newspaper.) Like it or not, it's a brand new world out there.