

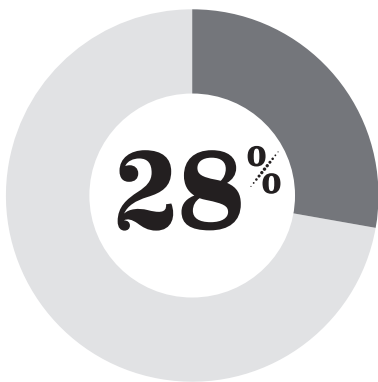
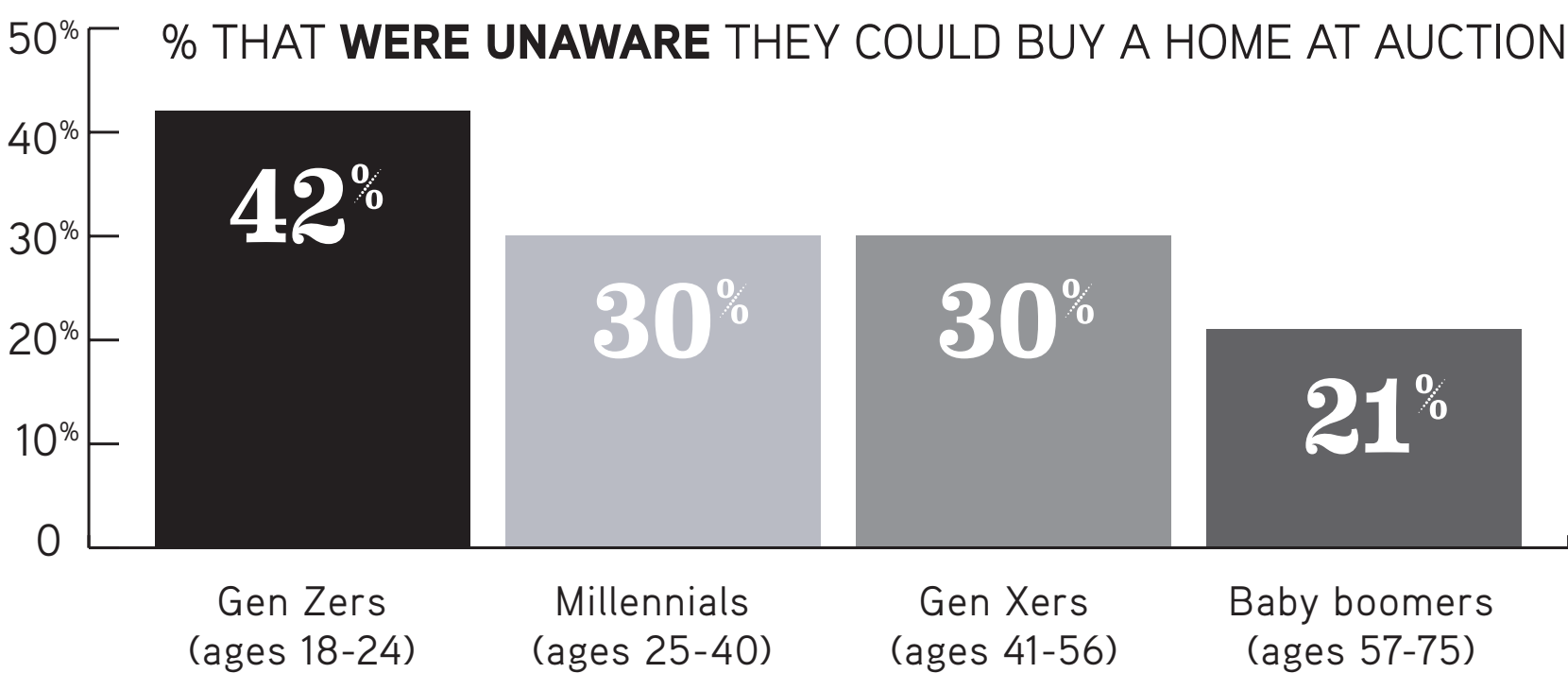


# WHO'S BUYING A *Home at Auction*

Source: ServiceLink, a provider of tech-enabled mortgage services

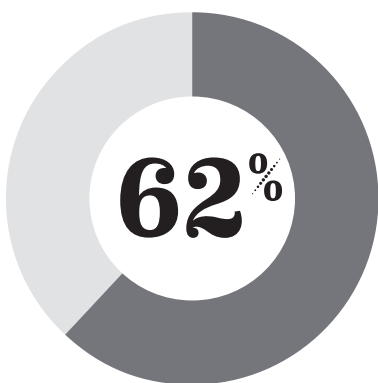
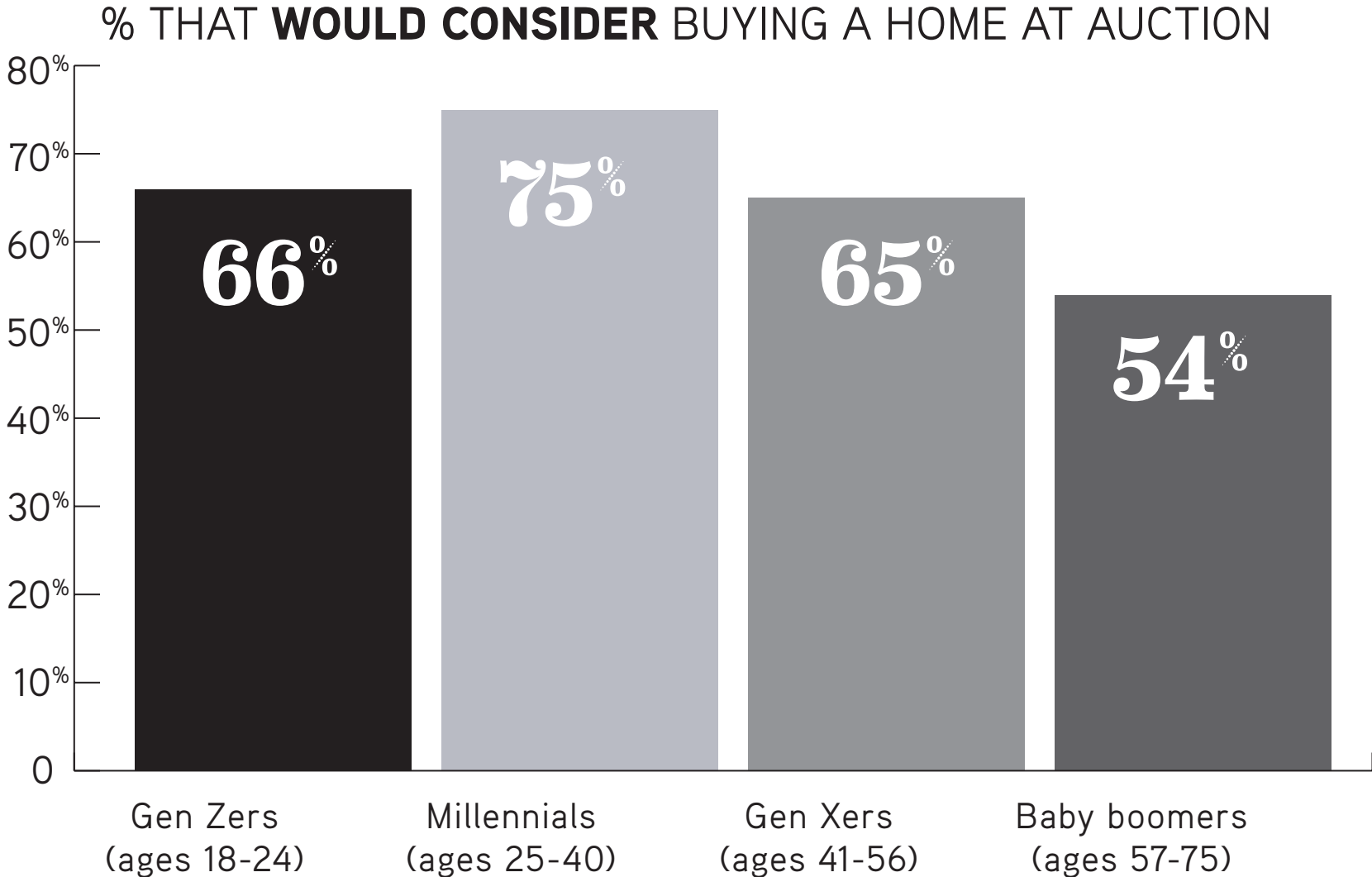
A survey of 3,000+ consumers

## AWARENESS



28% of U.S. consumers were unaware they could buy a home at auction.

## CONSIDERATION

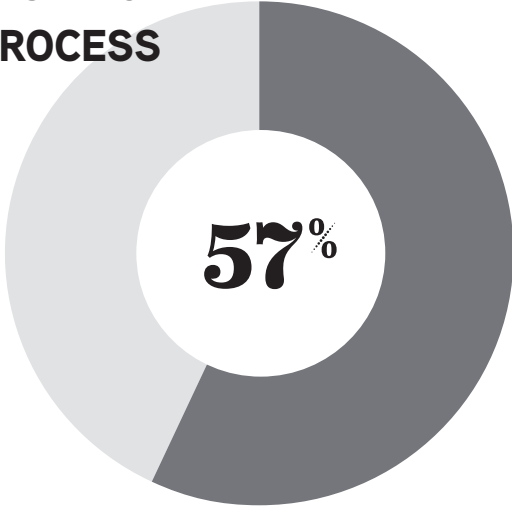


62% of U.S. consumers would consider buying a home at auction.

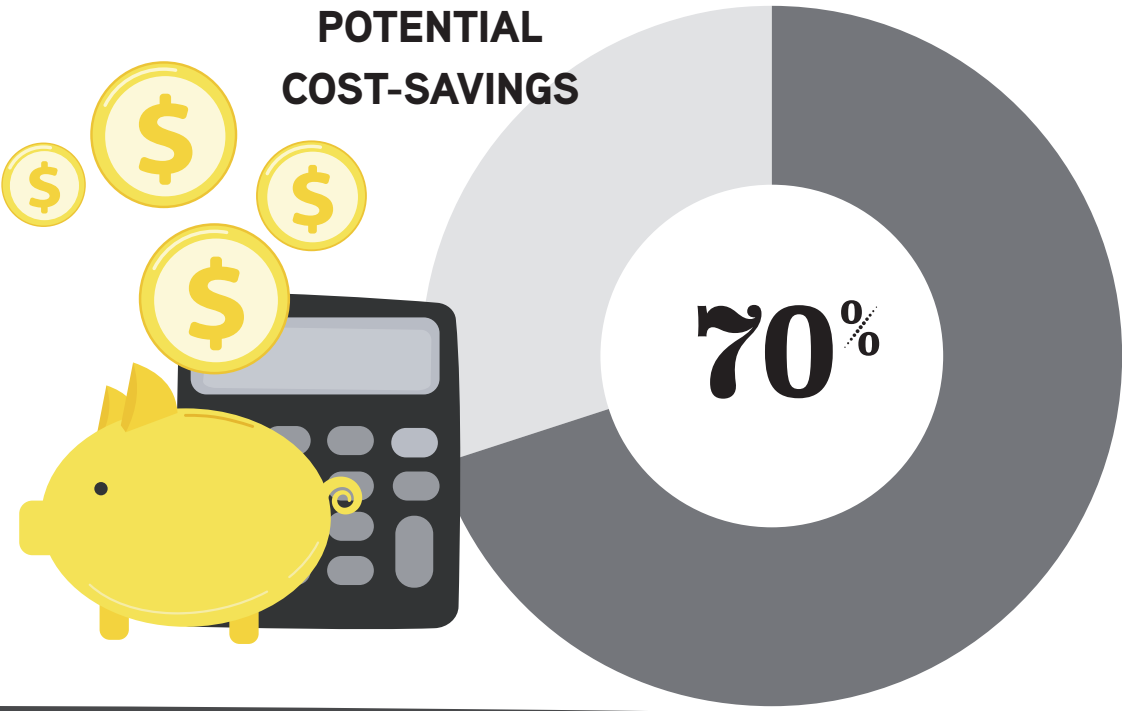
## MOTIVATION

Factors that would motivate more than half of U.S. consumers to buy a home at auction include:

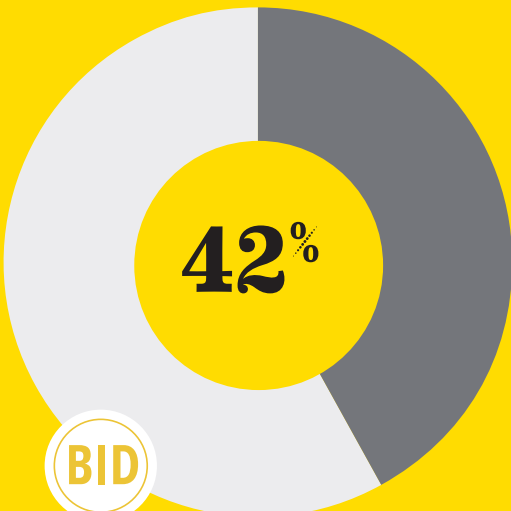
**FASTER HOME-BUYING PROCESS**



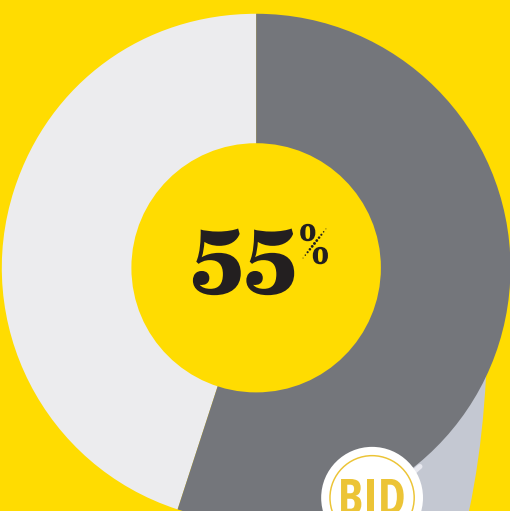
**POTENTIAL COST-SAVINGS**



% of **U.S. consumers** who said the ability to bid remotely (online) would motivate them to buy a home at auction



% of **millennials** who said the ability to bid remotely (online) would motivate them to buy a home at auction



The motivation number jumps 13% among millennials.

To read the full results of the ServiceLink survey, visit [bit.ly/Home-Auctions](https://bit.ly/Home-Auctions).