

CENTURY 21 JUDGE FITE COMPANY

REAL ESTATE



www.C21JudgeFite.com

Real Estate 411

Real Estate and the Internet



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Real Estate and the Internet

This issue we are exploring real estate and the Internet and learning how valuable the Internet is in searching for a new home.

2-Minute 411 with Jim Fite

"The Internet is a homebuyer's first choice for information when researching their future home"

The number just keeps going up, but according to the official report from NAR (National Association of Realtors), 87% of homebuyers start their search online. With the explosion of mobile technology and high-

Real Estate 411 - Quick FACTS and what they mean to you

Fact: 75% of American adults use the Internet (PEW Internet studies, December 2007). And when it comes to real estate, nearly 9 out of 10 homebuyers report that they are looking for properties for sale and information about the home buying process.

What does that mean to you? Real Estate information is now online and at your fingertips. You can search for homes in the comfort of your home, office, or wherever your mobile network takes you!

Fact: National Association of Realtors® (NAR) reports that 87% of homebuyers start their search online, 74% of those searching online will choose the first real estate agent that contacts them.

What does that mean to you? The control is in your hands, you can choose an agent that represents what you need. The agents who are active online and responding to your inquiries are engaged in the online process and ready to provide information based on what you want.

Fact: This year through October 1, 2009, CENTURY 21 Judge Fite Company Associates have responded to over 8,000 Internet inquiries with timely information regarding listings found on www.C21JudgeFite.com.

What does that mean to you? Answers are available to your real estate related questions within minutes – seven days a week!

Real Estate 411 - QUICK TIPS

#1 Pick your favorite website and stick with it

Choose your favorite website and bookmark it so you can go to it when you want real estate information. A great real estate website should include:

- The option to search your entire geographical area
- Great mapping features
- Full property disclosure and information
- Community and school information
- The ability to create an account to track your searches
- The ability to create property notifications
- Easy to find contact info on the broker and the agent
- Real Estate information on buying, selling, financing, and the closing process
- Easy navigation

#2 Search the BIG GUYS

Start your search on the big real estate search engines when looking for a

speed/broad band Internet connections, it is no wonder that the Internet continues to be an indispensable resource of information for real estate.

When the Internet-savvy real estate agent partners with the technology savvy consumer, there will be great results! It's a WIN-WIN for all when the real estate agent embraces the new technology and mixes it with the best in world class service to facilitate the dream of homeownership for their clients . . .

- Better communication
- Increased exposure of your listings
- Availability of information
- Streamlined closings
- High profile web marketing
- Viral marketing across social networking and Internet sites
- Convenience of the Internet
- Less wasted time
- Focused home searches
- Connectivity throughout the process



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home. Real Estate search engines that specialize in real estate – i.e. Realtor.com, Century21.com and Trulia.com – have features that many smaller, local real estate sites do not have. Blogs, national searches and enhanced information can provide an optimal educational experience for the homebuyer AND the homeseller.

#3 Stick with a knowledgeable real estate professional

Sometimes all the information available can be daunting and confusing. Choose a “tech-savvy” real estate agent who understands the Internet and can help you decipher and make sense of all the online information related to your real estate needs.

#4 When selling your property, ask the agent how they advertise your listing online

Since the majority of Americans go online to look for real estate, and there are potentially millions of viewers online, it makes sense that you seek out an agent who offers a progressive online marketing plan. When you interview a potential agent to list your home, ask them about their Internet activity and how they plan to market your property online.

**Contact your CENTURY 21 Judge Fite Company Real Estate
Agent to help you get started on your next real estate
transaction.**

www.CENTURY21JudgeFite.com
800-451-8055 or email 411@judgefite.com.

real estate is great!
AT CENTURY 21 JUDGE FITE COMPANY



We are spreading the word that “Real Estate is GREAT! at CENTURY 21 Judge Fite Company”. There is real estate to be bought and sold in the Dallas/Fort Worth Metroplex and we are doing it! Join us in spreading the word that real estate really is GREAT here in our market.

Each month we will deliver a new Real Estate 411 that will give you INFORMATION you need to know. REAL ESTATE 411 will deliver GOOD NEWS about what is happening here at CENTURY 21 Judge Fite Company and in our local real estate market.