

Using the Internet in Your Home Search



An overwhelming majority of homebuyers are using the Internet to help them find a home.¹ In 1964, **40%** of buyers read newspaper ads as their first step in finding a home; now the same percentage looks online first.² More than **89%** of buyers use the Internet during their home search to look at listings, find information about neighborhoods or learn more about the buying and mortgage processes.³

THE INTERNET GIVES BUYERS MORE OPTIONS

On average, buyers who use the Internet searched for 10 weeks and visited 10 homes before they found the one they purchased.¹ Compare this to buyers who didn't use the Internet: They searched an average of five weeks and visited five homes prior to finding their preferred home.¹ It's clear—the more information buyers have, the more choices they have available to them.

65% of buyers walked through a home they viewed online as a result of their Internet home search.¹

HOW TO USE THE INTERNET TO FIND A HOME

Since buying a home is a process of elimination the Internet can help you narrow down your list of homes so you can focus on the ones that fit your needs.

Get information about properties.

Many homebuyers start their searches online so they can get an idea of what's for sale in their desired neighborhoods. Search the MLS for listings that meet your criteria and pinpoint the ones you'd like to learn more about.

Take a virtual tour.

Virtual tours offer a peek inside the property without having to leave the comfort of your couch. **77%** of buyers said virtual tours were a useful part of their home search.¹ Viewing a home online can help you decide whether you want to see the home in person or cross it off your list.

View interactive maps of the area.

Many listings feature interactive maps of the area around the home. If the listing doesn't feature this option, simply type the address into Google Maps to see local businesses, schools and services. Seeing what's nearby will give you a feel for the area and help you decide if it's the right fit.

GET NEIGHBORHOOD AND COMMUNITY INFORMATION

What's the crime rate of the city? What's the average income? Visit City-Data.com, to get housing, school performance, crime rates and more for your desired location.

The only true way to be sure you've found the right home is to walk through it. Call me to help you find the home that's right for you!

THE INTERNET CAN ONLY HELP SO MUCH. HAVE AN EXPERIENCED PRO IN YOUR CORNER!

Although the Internet is full of information, you need to have a seasoned real estate professional at your side to help you navigate the often complex process.

THE TOP 5 REASONS YOU NEED AN AGENT

- 1. To negotiate the best deal.** A computer isn't able to negotiate with the other party to get you the best deal on a home you love.
- 2. To find the right home.** A home may look perfect on screen, but only an experienced professional will be able to pinpoint the potential problems or issues that separate a good deal from a "lemon."
- 3. To guide you through the "hiccups."** While some transactions may be easier than others, almost none go perfectly smooth. I can let you know what's normal, what isn't and help you understand everything in between.
- 4. To get the answers to questions you don't know to ask.** An experienced professional can help you avoid surprises and answer all of your questions.
- 5. To provide service long after the closing.** When the contracts are signed, our partnership has just begun. Whatever you need, whether it's the name of a trusted roofer or to learn more about how to boost your home's curb appeal, give me a call!

Sources: 1. NAR 2015 Profile of Home Buyers and Sellers
2. NAR, Real Estate in the Digital Age, September 15, 2015
3. Enrica, April 5, 2014