

## **The Benefits of Using a Tech Savvy Agent to Sell Your Home.**

Buyers for real estate have become more tech savvy and, according to most reports, over 78% of buyers will look for property on the internet before contacting an agent.

### **Will your home be found on the Internet? Just what is your agent doing for you?**

Every agent will put a sign in your yard. Additionally, they may advertise your home in the newspaper or home magazine and hold open houses, or they will depend on their broker to pay for the advertising. This alone will not attract the total pool of potential buyers for your home. With today's educated internet buyers, it takes more than that to get your home sold for top dollar.

In fact, the ONLY thing that most agents will do is put your home on MLS (Multiple Listing Service), as that is where agents put their property listings. Don't assume they know what they are doing when they list it there or that your home will be found there by other agents! Are you comfortable putting what is probably your biggest financial investment in the hands of an agent or service that only lists your home on the MLS with claims that you do not need to pay an agent a "fat" commission to sell your home? Many times, agents will even withhold your home from the MLS and only put it on their company site with the hopes that they will be able to bring the buyer, as their only way to make money is by representing the buyer. Is that really representing your interests? Top agents earn their commission because they know how to market your home for maximum exposure, they know how to attract buyers, they are constantly networking with other agents, they are strong negotiators and they know they represent you... in order for you to net more!

**The MLS alone doesn't sell properties.** The MLS only makes the information about your home available. An agent looking for property needs to be able to find your home among the thousands of homes for sale on any given day. Since many times a search is conducted using specific criteria (i.e.: school, area, minimum square footage, view, etc), **an MLS listing is only as good as the information the agent puts into the MLS.** If you choose an agent who doesn't fill EVERYTHING in, your home won't even be an option in many cases.

Do you want to put one of your biggest investments in the hands of an agent who doesn't know that half of the homes listed on MLS may be missing information? Even if all the fields completed on the MLS, you may still get missed by an agent who pre-determines what homes to show. Most top agents (and, yes, those are the ones that actually sell most of the homes) will not show homes listed by a so-called "discount" when they can show other homes and get paid what they are worth for their professional services.

**Don't rely on just the MLS to sell your home! You need to put your home in front of every potential buyer in the marketplace every day until the day you sell.**

So, what can a tech savvy agent do for you? If there are 3 buyers in the marketplace looking for a home just like yours, a tech savvy agent markets to find ALL 3 of them. They don't depend on a sign in your yard or just holding an open house with the hopes that a buyer walks in and writes an offer. What happened to the other potential buyers that may be looking for a home like yours? Is it possible that they would pay more?

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## Here is what a tech savvy agent can do for you.

Inputs **ALL** your home data into the MLS and gives you a copy of what a realtor will actually see about your property. You will know what is actually being seen by other agents.

1. Puts **multiple** pictures and descriptions on the MLS so an agent can preview your home's best features and a potential buyer will be able to get excited about your home.
2. Subscribes to and puts your home on **Homes.com** for viewing as a "**Featured**" listing with extra descriptions and pictures for a potential buyer to view. By subscribing where your home has the potential to be viewed by millions of potential buyers, the agent will get any email for additional information vs another agent who may not know anything about your home.
3. **Has a website(s) that is found on the search engines and has top placement for key search terms.** Is their website ranked by the search engines? They will offer you proof of where their site is found. Being on page 10 of a search engine will not help you in the marketing of your home. Being found on page 1 could make the difference on whether or not you home will be viewed.
4. **Shows you current website statistics** on how many people visit their site, what pages are viewed, how they got there, etc. A good website is more than a Cyber Business Card. **It is where potential buyers search for properties and will find your home.**
5. Promotes your home on their website with a custom web page and/or web address so your home is showcased on the search engines.
6. Uses Pay Per Click on the internet, if needed, and advertises your home on internet resources like Google **so a potential buyer will find your home when searching for a home in your area or community**, ie; St. Augustine real estate, Ponte Vedra condo's, etc.
7. Has a specific follow up system for all those who request any additional information about your home from their website.
8. Uses email to highlight your home to all those who have registered for a home search on their site or to receive new listing information. Tech savvy agents usually have 1,000's of potential buyers in their buyer database as they get 100's of visitors a day looking for homes on their website(s).
9. Features your home on **REALTOR.com** where it will receive 20 times the exposure as standard listings.
10. Has been certified as technology proficient, such as e-PRO (only 1% of realtors nationally) or E-Certified.
11. They use email and rely on it as a principle marketing tool.
12. Responds to email requests for information about your home immediately (within hours), while the interest is high and can send links and or virtual tours via email.
13. Gets your home listed on some of the most popular real estate destinations on the web, including HarmonHomes, Yahoo Real Estate, MSN House & Homes, Homeseekers, HomeGain, HomePages.com, Homes & Land, etc.

As you can see, the benefits of using a Tech Savvy agent to sell your home will allow your home to be exposed to the maximum number of interested buyers. As a result of internet placement and a technology-driven approach that reaches more buyers in the shortest time you will get the highest possible price for your home with the best possible terms that fit your needs. Is paying a commission to an agent robbery? Hardly. In fact, you may be the one getting robbed by not getting the price your home is worth. In essence, you pay for what you get and it will impact what you net.