

The Daily Communicator™

Real Estate Sales StrategiesThat Work

Why do I need the Internet?

1. The Internet is where the buyers are.

In 1995, about two percent of buyers used the Internet to find a home. By 2001, that number had skyrocketed to 41 percent – “even–seven” with newspapers which have lost ground for the same period. The Internet was the only medium to go up in use while print, yard signs, and television all went down. Also going down in percentages of information sources used by buyers were open houses, referrals, and relocation companies.

2. You can capture Internet buyers (and sellers) before they choose another Realtor.

Buyers need to prepare themselves before executing a home purchase. They turn to the Internet so they can navigate in privacy and obtain scads of information in order to better decide what they want to do.

A savvy Internet Realtor is prepared to be an information source and assist with answers via e–mail, market conditions reports, school reports and more.

If you wait for traditional media to deliver prospects, you may find they are already working with someone else – someone they met on the Internet.

3. The Internet delivers answers quickly and easily to consumers.

Online display and information technologies such as virtual tours, multiple photos, mapping, and crime statistics deliver rich, detailed information about listings which are invaluable to consumers.

Compare that to what you can put in a typical classified ad, and you can see why consumers prefer the Internet. It saves them time and they get more information, and that saves you legwork.

4. The Internet is an ideal communication medium.

The Internet is the only medium where you can engage in a dialog with your prospect directly from your ad.

5. Advertising is cheaper, more innovative and more far–reaching on the Internet.

According to a NAR member survey, agents paid about one–tenth of their earnings to advertising. It’s clear that if you are tithing that much, you want to be certain you get your money’s worth.

The Internet has more areas to advertise in, search engines, listings portals, and so on, while there may be only one major newspaper in town. However, for the cost of one week’s newspaper ad, most agents can fund their listings, virtual tours, personal Web sites and some Internet placement for about the same costs.

There are also new ways to advertise that hit consumers with exactly what they want to know – what the local market conditions are like. You can supply consumers with your expertise with a report that includes access to your e–mail, newsletter, and Web site.

In short, you can find a program that suits your budget whether you are a sellers’ agent or a buyers’ agent, or whatever specialty you have.

Real estate is local, but what is happening is that the locals are going to the Internet for information, as well as relocating families who are buying outside the famous 50–mile radius.

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