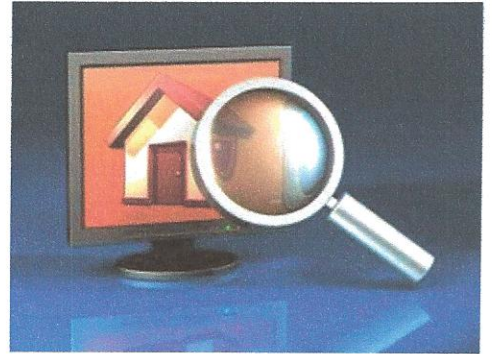


5 Resources Buyers Use to Find Their Home And Why That is Important to You

You want to maximize your exposure and get your house sold quicker ~ then you need to know where & how buyers are looking for homes.



- 1. 92% Used the Internet -**
My clients properties go out to 900 websites
- 2. 89% Used a Real Estate Agent -**
You need to work with me
- 3. 51% Yard Signs -**
Buyers drive the neighborhoods they like. No sign? How will they know you are selling?
- 4. 45% Attended Open Houses -**
We get the word out, so you have more people stopping in.
- 5. 42% Used a Mobile Search Engine -**
Buyers don't want to bother viewing the inside of a house if it doesn't fit their needs, cuts down on wasted time for all. Does your home look inviting on the internet?

This information is important to you - you want a Realtor that is going to use today's technology to promote your property and get it sold.

Where did buyers first learned about the home they purchased?

- 33% Real Estate Agent
- 43% Internet
- 9% Yard Sign
- 6% A Friend
- 5% From home builders
- 2% Directly from seller
- 1% Print or newspaper ad
- 1% Other sources



96% of all buyers used the internet during the buying process, Previewing a home is the most important to buyers – that is why our listing go out to over 900 websites.

Buyer's love pictures! A messy house, blurred pictures, or no pictures will get less interest and lower offer amounts. Go ahead and clean those dishes and take most everything off the counter to take a picture of the kitchen. Clean out the clutter and take a picture quick before the kids mess it up. Mow the lawn and trim those bushes. You don't want buyers to scroll past your property because it shows badly on the internet.

With this in mind your property will have it's best foot forward and exposure on the internet.

Statistics from the National Association of Realtors 2013 Home Buyers and Sellers Survey

Claudia Rood 951-203-3400
Claudia@claudiarood.com



BRE#1340432
www.ClaudiaRood.com