

TOP 10 FACTS & TIPS ABOUT ONLINE REAL ESTATE



1. 90% of home buyers use the Internet to start the search process before contacting a professional.

2. 45% of all homes sold in 2009 were Foreclosures.



8. When using email, make sure the follow up email is personalized and not simply a “canned” letter.

3. Buyers search for a median of 12 weeks and view 12 homes.

4. 45% of buyers used individual Real Estate Agent websites during their search for a home.



9. Research your perspective buyer by trying to find information on them via Google and Social Networks (Twitter, Facebook, and Myspace)

10. Be engaging, find and utilize commonality with the prospective buyer (movies, kids, activities, local current events, etc.) Let your personality shine through.



5. Most buyers select an agent within 2 weeks of starting their home search.

6. Diligent follow up is critical within the first two weeks.



7. Never send an email first! Always call first and email as a follow up method to the call.



“Yes it’s true. My first lead with USHUD was converted to an accepted contract in just 5 days...I owe it to the amazing coaching support...”- Jane M., MO