



How a Tech-Savvy Real Estate Agent Will Sell Your House Differently

The National Association of Realtors (NAR) reports that 90% of home buyers begin their search on the internet, normally six months or more prior to buying. If your home isn't being highlighted online, you are missing out on the largest possible audience of home buyers. Yet the internet is only one of the tools a tech-savvy realtor uses. They also use apps, text services, email and more to market your home to the largest possible audience of ready, willing and able buyers.

A tech-savvy listing agent knows that your listing needs to be marketed to three distinct groups:

1. Buyers not working with other agents
 2. Buyers who are working with other agents
 3. Real Estate agents directly
- Tech-savvy agents know how to blanket the internet with your listing, reaching groups 1 and 2. They know how to use photos and video to highlight the best features of your home and community.
 - Tech-savvy agents know where buyers are looking and make sure that your listing is on those sites. They create a **website just for your listing** alone!
 - Tech-savvy agents don't neglect other agents; they know to reach out to fellow agents, especially ones who are known to work with buyers in your area, to let them know about your great new listing.
 - Tech-savvy agents have a data base of buyers and agents who are interested in your area and they email them about your hot new listing.
 - Tech-savvy agents use the power of video, social media and networking to expose your home to potential buyers.
 - Tech-savvy agents know how to reach international buyers both in Europe and South America (and beyond).
 - Tech-savvy agents know how to research the market and work with you to price the home to sell at the highest price the market will bear.
 - Tech-savvy agents know how to consistently market for buyers so that they always have a steady supply of buyers to whom they can expose your listing.
 - Tech-savvy agents know how to get your listing on Google, Google+, Google maps and many more sites and portals.
 - Tech-savvy agents are connected, both on and off line, with the people in your area and have a credible real estate marketing background.
 - Tech-savvy agents have systems in place to keep you updated on the marketing of your listing, the competition (what's selling) and the feedback from showing agents, so you are always fully informed about your listing and the market.



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