



In This Issue

High-Tech Real Estate = RESULTS!

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We are spreading the word that "Real Estate is GREAT! at CENTURY 21 Judge Fite Company". There is real estate to be bought and sold in the Dallas/Fort Worth Metroplex and we are doing it! Join us in spreading the word that real estate really is GREAT here in our market.

Each month we will deliver a new Real Estate 411 that will give you INFORMATION you need to know. REAL ESTATE 411 will deliver GOOD NEWS about what is happening here at CENTURY 21 Judge Fite Company and in our local real estate market.

For September the message is **High-Tech Real Estate = RESULTS!**

Real Estate 411 - FACTS

There are more Americans online now than ever!

Fact: 75% of American adults use the Internet (*PEW Internet studies, December 2007*). And when it comes to real estate, nearly 1/3 of the home buyers report that they are looking for properties for sale and information about the home buying process.

"Facts" continue on next page...

Real Estate 411 - TIPS

The High-Tech Real Estate Professional

When looking for a high-tech real estate professional, do your homework, contact several successful agents and prepare a list of questions to ask. Some of the questions should concern how involved the real estate agent is in the high-tech aspects of real estate. . .

1. A high-tech REAL ESTATE AGENT uses e-mail to keep in touch with their clients.

If you want to communicate with your agent via e-mail about houses for sale, purchase negotiations and the status of your real estate transaction, you obviously need an agent who not only is equipped to send and receive e-mail messages, but also actually uses e-mail. Even better would be an agent with a laptop computer and an e-mail system faster than dial-up.

2. A high-tech REAL ESTATE AGENT has great access to information.

It's no secret that the Web contains massive amounts of pertinent, informative and helpful information about real property and the business of real estate. A high-tech agent can not only help you understand all that info but also has access to neighborhood profiles, mortgage qualifying calculators, real estate news, markets trends reports and much more with a few mouse clicks.

3. A high-tech REAL ESTATE AGENT can show you educational Web sites.

First-time homebuyers, in particular, need to educate themselves about the wide world of home-buying and homeownership. A high-tech agent can recommend Web resources that explain everything from how to shop for a mortgage and why you need title insurance to how to pack and move your belongings.

4. A high-tech REAL ESTATE AGENT can help you house-hunt on the Web and by e-mail.

The days of squinting at tiny blurry pictures in a proprietary MLS book, then driving around for hours in the agent's car are fast coming to an end. A high-tech agent can point you to the best and biggest house-hunting Web sites and uses e-mail to zap new listings that meet your criteria directly to you. By working with a high-tech agent, you will be up to date on homes on the market.

5. A high-tech REAL ESTATE AGENT networks online with other high-tech agents.

E-mail is becoming a popular means of communication for real estate agents, which use it to promote their listings to one another and keep in touch with market developments. A high tech agent uses the web and its capabilities to keep you the buyer up to date and informed. Ever wonder why certain agents always seem one step ahead. The advantage is the web.

6. A high-tech REAL ESTATE AGENT will market your home on the web.

A high-tech real estate agent will market your home not on one website, but many. Through advertising partnerships in the cyberspace world, your real estate agent may have as many as 2, 4, 10, 15, 20 to 40 websites that show their listings! Mastering the process and keeping up with it all is what makes a high-tech REAL ESTATE AGENT so valuable. The results that good web marketing gets are what make this type of agent the better choice in most markets today.

Fact: 87% of first-time homebuyers use the Internet in their home search. 84% of ALL homebuyers use the Internet in their home search. NAR reports that 84% of home buyers start their search online, 70% of those searching online will choose the first real estate agent that contacts them.

Fact: This year through July 31, CENTURY 21 Judge Fite Company Associates have provided over 4,000 Internet inquiries with timely information regarding listings found on www.C21JudgeFite.com.

Fact: www.Century21.com receives more than 2 million unique visitors to their website and more than 30 million page views every month!

Fact: www.C21JudgeFite.com receives over 65,000 page views of North Texas properties...every month!

Fact: Online tools used by those who use the internet in their search for a place to live: (PEW Internet studies, September 2007)

54% - Take a video tour or virtual tour
51% - Find community information
50% - Search websites of real estate companies and agents
42% - Search newspaper ads online
32% - Search online ad sites such as Craig's list
24% - Read blogs about the community
19% - Post or read messages in chat rooms or forums

**Search over
70,000 properties in
North Texas at
[www.C21JudgeFite.com!](http://www.C21JudgeFite.com)**



2-Minute 411 with Jim Fite

Jim Fite shares his thoughts on real estate technology and the high-tech agent. Watch the video at YouTube.com/judgefite.

High-Tech = High Service

Even though homebuyers are going online to do research, they still depend on the real estate agent to facilitate the transaction and "translate" all the information they are receiving. Along with real estate technology comes the responsibility to embrace change, stay informed and stay in touch. Our goal is to provide our customers with world-class service in order to complete a successful, stress-free closing. Tools that help the agent help the client are:

1. A **lead tracking system** that allows the broker/agent to track Internet leads and provide an "instant" answer to inquiries on properties. CENTURY 21 Judge Fite Company offers the premier system to accomplish this task, LeadRouter. LeadRouter assures that a consumer's inquiry will be answered within minutes.
2. **Web exposure and networking** on multiple Internet sites. The agent today can expose their listing to potentially millions of viewers by posting it to multiple websites. Not only will you see a property on an agent's website, but you will also see it on major search engines that have partnered with the real estate company, such as www.realtor.com or www.google.com, ad sites like www.craigslist.org, or social networking sites like www.facebook.com.
3. **IDX** (Internet Data Exchange) solutions that allow you to search for homes in a region on one website. Sites like www.realtor.com and www.century21.com allow you to search nationwide to find your home, map and compare and view multiple media applications that provide you with complete home information.
4. **Communication** and follow-up. Nothing is worse than signing that marketing agreement and never hearing from the agent again! Email communication and the availability of cell/smart phones have made it possible to stay in touch with our clients 24/7. Whatever the need calls for the high-tech agent is **CONNECTED** and ready to provide the answers and the assurance throughout the transaction.

Internet + Realtor = RESULTS! When the high-tech agent partners with the technology savvy consumer, there will be great results! It's a WIN-WIN for all when the real estate agent embraces the new technology and mixes it with the best in world class service to facilitate the dream of homeownership for their clients . . .

- Better communication
- Availability of information
- Streamlined closings
- High profile web marketing
- Convenience of the Internet
- Less wasted time
- Focused home searches
- Connectivity throughout the process

**Contact us today and let us help you find
YOUR high-tech, high-touch real estate agent!
800-451-8055 or email at 411@judgefite.com
www.C21JudgeFite.com**