

How Do I Find the RIGHT House (or Investment Property)?

There are *many* ways to *try* to find the “right” house/ property for your needs. However, most will prove *ineffective* (preventing your success) and/ or *inefficient* (allowing other Buyers to get there *first*). Ineffective methods will wear you down and frustrate you: do you want to see inside **50 houses** when an *effective* search require seeing inside only **10-12 houses**? If you trust the *process* you will **NOT** need to see inside every house on the market. Inefficient methods offer a different problem: by the time you see *the* house that “seems” right for you, someone else has already gotten there and **put it under contract**. Do you want to *buy* a house or continue to *shop*? Some Buyers get so wrapped up in the search that they may lose sight of the **goal**.

Let's discuss three possible ways to find the “right” house for you.

- 1) Looking (or *hunting*) for “**For Sale**” signs: if you *really* know where you want to live this can generate possibilities but it is highly inefficient and time-consuming. Serious Buyers will get information in other ways while you are driving around. Your effort will NOT tell you about houses where the Seller did not want a lawn sign so your “dream house” may be on the market now while you drive past it day after day. If signs worked, FSBOs would have better success! Even when you see a sign, this method has obvious limitations in that you will not know the price, the features (such as bed/ bath count) or the condition. Some signs offer QR codes (they never really caught on) and “texting” options but they are few and far between. The fact is that *most* signs really only advertise the company (most agents do not even put their own names on the sign!). **Why is that?** The answer is simple: we want Buyers to call us so that, when you find that the price or features do not match your needs, we can offer to help you!
- 2) The **Internet**”: the world wide web *empowered* consumers by allowing them to search for Real Estate on their own *whenever* they wanted. Over **40%** of Buyers begin their search online and over **90%** will continue to “shop” online *after* hiring an agent. Shopping online is easy and fun but buying Real Estate is **NOT** a retail transaction (there is no “shopping cart”): sooner or later you will need to hire a professional agent. Searching online seems like a great idea but it has its **limitations**. While you can *quickly* access a great deal of information while avoiding the dreaded agent, a *serious* Buyer still needs to do *so much more* than find property listings to buy the **RIGHT** house for their needs! Frankly, the major problems for *many* Buyers are knowing what they can financially “*qualify*” for *and* managing so much information, much of which is *stale* (admittedly, it has gotten better!). Many property listings are already sold and a number of fresh, new listings are not yet even displayed!
- 3) So, **what is my point?** If you *really* want to get a **list** of *available* properties that match your needs (price, location, features, etc.) *and* if you want to get *updates* as new listings appear, older ones are reduced in price and others come back on the market, then you need to contact an agent who is a member of the Multiple Listing Service (MLS). Our tools are *both* effective and efficient and our training will get you the results that you both expect and deserve! Is it perfect? No *but* our search results will be better than a typical Buyer's. **Contact me** if you would like to discuss this further. Meetings are *confidential* and **FREE**!