

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

There are many ways to *try* to find the “best” property for your needs. However, many will prove *ineffective* (perhaps actually preventing your success) and/ or *inefficient* (*delaying* your plans and allowing other buyers to get there *first*). Ineffective methods will wear you down and frustrate you: why aren't I finding what I want? Inefficient methods may be *worse*: by the time you identify and see *the* house that “seems” *best* for you, someone else has already gotten there and **put it under contract!** Do you want to see inside **50 houses** when an *effective* search may require seeing much less?

Are your efforts focused more on *shopping* or *finding* the best one? If you are prepared and plan properly, you can and will trust the *process* and **NOT** need to see inside every house on the market.

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

- 1) Looking (or *hunting*) for “**For Sale**” signs: in the past, if you *really* knew where you wanted to live, this was productive but today it is both *ineffective* (many sellers will not allow a sign on their property) and *inefficient* (time-consuming). Your “dream house” may be on the market right now while you drive past it day after day. Other buyers will get timely information while you are driving around. If signs were effective, FSBOs would have better success! Even when you see a sign, you will likely not know the price, the features (such as bed/ bath count) or the condition and the house *may* already have a contract. Companies and agents use signs to advertise themselves and to generate calls. Most buyers calling about a sign find that the house is not what they want but agents can offer to help them with others houses. Today most buyers already have hired an agent or will look online for information so signs are less important.
- 2) The **Internet**: the world wide web *empowered* consumers by allowing them to search online for Real Estate *whenever* they wanted. Over **90%** of buyers begin their search online and most will continue to “shop” online *even after* hiring an agent and perhaps after signing a contract to buy a house. Shopping online is easy and fun but buying Real Estate is **not** a retail transaction: there is no “shopping cart” and there are several steps before taking possession. Sooner or later you will need to hire an agent and the percentage who use us continues to increase despite (or because of) the Internet. Searching online seems like a great idea but it has its **limitations**. While you can *quickly* access a great deal of **information** and **data** while avoiding an agent, *serious* buyers still need to do *so much more* than find property listings to buy the *best* house for their needs! Instead of being distracted by shopping online and delaying hiring an agent, buyers should make sure that they know what they want and need as well as how they will finance a purchase before focusing on identifying houses they may not be prepared to pursue. An experienced agent can provide **knowledge** and **insight**. Much of what you will find online is incomplete or wrong. Many property listings are already sold and every new listing may not be displayed! There are also issues with “*data integrity*” which could make finding the best properties in your search results *difficult* or *impossible*.
- 3) **Bottom line**: hire an agent *sooner* rather than later. If you want a **list** of *available* properties that match your needs (price, location, features and condition) and *updates* as new listings appear and others are reduced in price or come back on the market, the Internet is not the best option. Our tools, including the MLS, are both *effective* and *efficient* and our experience, training, education, knowledge, resources and ability will get you the results that you expect and *deserve*! No system is perfect *but* our search results should be better than others given our experience entering property information for our seller clients and searching for other buyers.

There is no time for inexperience, empty promises or false expectations!

HIRE WISELY: We are not all the same!