

# HOME BUYING HINTS

## Good Timing Opens Door To New Homes

(NAPSA)—While the adage that real estate is all about location, location, location may still hold true, timing can be just as critical. In today's fast-paced world, technology makes it possible to do things quicker than ever before—and finding the right home is no exception.

Today, the majority of buyers are beginning their home search on the Internet. Browsing listings online provides access to photo galleries, virtual tours, floor plans and detailed lists of amenities that help buyers learn more about a home than previously possible. This added knowledge often speeds up the decision-making process. In fact, it's not uncommon for people to buy a home after simply viewing the house online or seeing it once in person.

To avoid missing out on the home of your dreams in a competitive market, it is important to act fast. The faster you can get to see a property in person, the better chance you have of beating the competition to the punch. Unfortunately, Internet inquiries are often not responded to promptly, if at all.

However, companies such as ERA Real Estate ([www.era.com](http://www.era.com)) may help change that. The firm uses cutting-edge technology called DirectAccess Powered by ERA LeadRouter to quickly connect buyers and Realtors. The tool converts inquiries from buyers viewing the company's properties online into voice calls that go directly to a sales associate's cell phone. Instead of waiting days for an online response, a buyer can be



**New technology quickly connects home buyers and sales associates, helping to speed up the home-buying process.**

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contacted within minutes—often while he or she is still at the computer looking at homes. This ensures that buyers can make an appointment to see the properties they are interested in as quickly as possible.

The technology helps home sellers as well, by reducing the chance of losing an interested buyer due to a lack of timely follow-up by their sales associate.

Once a sales associate contacts you, timing continues to be important. Make sure you are working with a real estate professional who responds quickly to your questions and needs throughout the buying process. When you are ready to buy, it's important for your sales associate to submit your offer as quickly as possible to get the edge on any other offers. Finally, when you are under contract, your sales associate should keep you informed of the steps you will need to take up through your closing in a timely fashion.

For more helpful tips on buying and selling a home, visit [www.era.com](http://www.era.com).