

## 4

## Thoughts

To Consider When  
Looking At Homes Online

The #1 one job of the agent is to get the most amount of showing activity possible. That is why they are referred to as the “listing” agent. Their #1 priority is to list the property to the best of their ability with all the tools available. Listing agents use photo, content and video to showcase the property's highest and best qualities. For this reason, real estate often tends to look better online, than in person. You'll find out the real details upon visiting the property.

A good REALTOR® is your best resource to help avoid issues that might jeopardize your home purchase. They will walk you through each step below and make sure that nothing is overlooked.

### 1 Don't Get Emotionally Attached

Remember, you are being marketed to when you are looking at homes online. Every listing is a commercial. Just know that there are a lot of details being left out of the listing. Only the strongest selling points of the property are being displayed.

### 2 Use a GOOD Real Estate Agent

Make sure you have a REALTOR who will point out the positive AND NEGATIVE aspects of each home. If your agent only points out the positive points, they are just trying to sell you a home. Find an agent that is less of a salesperson and more of an advisor. You should be the ultimate decision maker and in control of the whole buying process. Once you find a good advisor, be sure to listen to them and USE their experience to your advantage.

### 3 Try To Be Patient

Once you get that pre-approval letter in hand, the desire to find a house can cause a sense of urgency for some home buyers. Try to resist the temptation to speed up the home buying process. Remember, buying a home is not like buying a pair of shoes. It's a major life-altering decision. Impulse shopping in real estate can have tremendously negative consequences. Get ready to invest time and energy to get the perfect place. It will be well worth it in the long run.

### 4 Don't Avoid Listings with Bad Pictures

In the same way that pictures can oversell a property, they can also undersell one as well. Many real estate agents are not tech savvy. Some of them use terrible photography methods, omit staging advice, and their listings suffer for it. If a property meets your criteria but doesn't look great in the photos, it may still be worth checking out. You don't want to miss the perfect home just because the listing is poorly created. I've had plenty of clients buy homes that they originally did not think they would like, based on the online listing presentation. This is just another area where having a good Real Estate Professional makes all the difference. It's something to keep in mind while shopping for a home online.

At [HomesInTheFoxValley.com](http://HomesInTheFoxValley.com), we ready to coordinate the smoothest transaction possible. Buying or Selling a home takes time and energy, but it's extremely rewarding. After you've signed the papers at closing, all of our hard work will have paid off, and you will feel that wave of excitement as you move in your new home, or on to your next home!



Bringing Buyers and Sellers Together in Today's Real Estate Market!

*"When Excellence Matters - Count on Christopher!"*

Christopher Tenggren, REALTOR® - RE/MAX All Pro - 505 W Main Street - St. Charles, IL 60174 - 630-408-2750 Cell/Text