



Only 53% of real estate agents use technology efficiently; really?

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Selling a home is the biggest decision you make: do your research before choosing yours

One of the reasons we choose to use a real estate agency and an agent is they are suppose to be highly professional, have a large database of buyers they can contact immediately, who may be interested in your home. A recent article in www.realestatebusiness.com.au found this to not be the case. One of their contributors recently carried out a straw poll and found that nearly 50% of agents either don't use a buyer data base system at all or fail to use their buyer database properly.

20% of respondents said they did not use any formal database system

"Approximately 20% of respondents said they did not use any formal database system to keep in touch with their buyers and a further 27% said they only use a small amount of their database systems."

So what does this mean for you if contemplating selling your home in the near future. Choose carefully or do it yourself is our advice. When selecting an agent ask them what methods they use for keeping in touch with their buyers? How many do they have on their records? What database systems do they use? How do they contact the buyers? Remember you will be paying them a significant commission based on the results achieved and have a right to know how they plan to sell your biggest asset.

how do to find buyers?

So if just under 50% don't use a database, how do to find buyers? Unfortunately this is where they use your hard earned money to advertise your home in print media and magazines. Don't fall into this trap. The only advertising you should pay for is an internet real estate service as over 80% of buyers find their dream home on the internet.

At Next Address we firmly believe you can manage the sale of your home without using an agent. Our system works with Domain.com to provide a great online presence. Coupled with our online platform you will have all the advertising and the support you need to sell your home. You will have complete control over the entire process.

complete control

So when getting ready to sell, do your home work, ask family and friends about their experiences. And finally interview at least 3 agents before you make up your mind.

At Next Address we have an inbuilt automated CRM which allows us to track every buyer and seller in our system. When we link this to our automatic buyer and seller matching service we can offer a truly unique real estate experience.

We have some great tips and tools in our blog posts which will really help make the right decision for you and your situation.

More blogs for you to read

[How to sell with Next Address](#)

[6 great photography tips](#)

<https://nextaddress.com.au/blog/only-47-percent-of-real-estate-agents-use-systems>