

The Importance of an Accessible and Authentic Digital Presence

According to the National Association of Realtors Trends Reports, 99% of homebuyers ages 22 through 40 start their home search online. Younger homebuyers make up 31% of the market and have a home under contract 20% more quickly as compared to their elders. They are doing research and planning through web searches before contacting a Realtor or Lender. This presents a new challenge to Realtors and Lenders who must work diligently to establish authentic connections with these buyers.

How do we Realtors and Lenders attract and secure homebuyers at the start of their online search?

The solution is to have an accessible, authentic, and informative online presence that showcases and personalizes your business. Use testimonials and real stories from real customers. Photos and videos can highlight your core business values. Include a concise mission statement. Include a clear set of expectations of how your business will serve its customers. Highlight the community service work being done by you and your team.

At Applied Mortgage our team focusses on building successful relationships with realtors and homebuyers. This mission is well served by using online services as well as traditional, face to face meetings. The dream of owning a home is still the American Dream. We are committed to helping people achieve it.

