

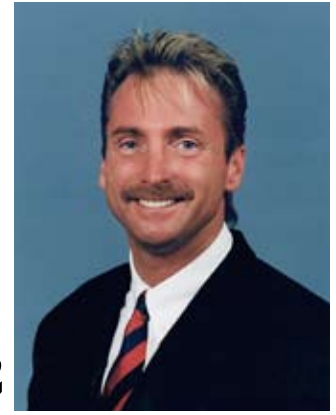


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The power of the Internet is changing how consumers shop for houses

Over the past few years, there has been a major shift in the way buyers shop for houses. The Internet has radically changed both the purchaser's and the agent's role in the home buying process. Whereas the onus was previously on the agent to present homes for sale that met a buyer's criteria, MLS.ca provides purchasers with more information than ever before.

A recent survey by the Canadian Real Estate Association indicated that over 90 percent of all Canadian homebuyers now use the web when researching potential purchases. And because MLS.ca is available world-wide, international buyers have access to details about Canadian listings, facilitating purchases for immigrants and investors as well as those relocating.

Through their many years in the business, real estate agents Phil Moore and Doris Gee of Re/Max have seen how the Internet has changed the process, and they welcome the fact that buyers are much more educated now. Often, buyers have done considerable research before ever contacting a real estate agent.

The most valuable benefit available through the Internet is the ability to view interior photographs. Images provide potential buyers with significant details, and virtual tours continue to become more popular with their panoramic, 360-degree views. Supporting these visual aspects are a bevy of statistics, including price, detailed descriptions, room sizes and features.

Another noteworthy attribute for buyers is the search facility. Homes in a specific price range or location, or with precise features, can be located in moments with minimal effort. All of these features combine to provide power to consumers.

Because the appearance of a home is so critical, buyers are increasingly relying on home stagers to make a home visually appealing, ensuring its best features are highlighted. Also important is the talent of the photographer. Using natural lighting and seeing a home through the eyes of potential buyers can contribute significantly to the end result: photographs that inspire a potential buyer to want to visit the home. Images that are dark or distorted will not excite the viewer, but a capable photographer who augments the lighting and shoots from unusual angles can produce results which show rooms that seem spacious and inviting.

Combined with the unique skills and experience that a realtor provides, purchasers can now expect the very best results from today's home buying experience!

RE/MAX[®]

Featured Homes for Sale



\$289,000

4160 SARDIS ST



\$344,900

1135 QUAYSIDE DR



\$638,000

5381 VENABLES ST



\$689,000

4076 LISTER CT



\$698,800

7629 CARIBOO RD



\$699,000

4918 HARDWICK



\$699,900

7502 CASCADE ST



\$748,800

7608 14TH AV



\$818,000

6807 LINDEN AV



\$848,800

1940 EDINBURGH ST



\$998,800

8190 LAKEFIELD DR



\$998,800

7365 PUNNETT CS

To view interior photos of these homes visit our website

