Using data to find your buyer

Thanks to the rapid proliferation of online tools for homebuyers, the sales landscape for REALTORS© has evolved.

“Back in the old days … REALTORS© kept all the information,” says Troy Owens, a leading agent with Group One Sotheby’s International Realty. “They were the gatekeepers. To get into a home, you had to have a REALTOR© to help you out. Well, those days are gone.”

Instead, today’s agents need to connect with highly-educated clients that can view listings from almost anywhere. Buyers can see all of a property’s details before they ever contact a sales agent, and it’s become crucial for agents to know as much about their buyers as buyers know about listings. Reporting software can surface the markets where homes are being viewed, allowing agents to put their advertising budgets where their buyers are.

“You have to step it up, provide a good experience,” adds fellow agent Mogie Holms. Which means that, instead of gatekeepers, agents need to be experts in forging meaningful connections.

“You’re the trusted advisor,” concludes Owens. “I believe the technology is here. I say utilize it to your best interests.”

About Sotheby’s International Realty Affiliates LLC

Sotheby’s International Realty was founded in 1976 as a real estate service for discerning clients of Sotheby’s auction house. Today, the company’s global footprint spans 990 offices located in 72 countries and territories worldwide, including 43 company-owned brokerage offices in key metropolitan and resort markets. In February 2004, Realogy entered into a long-term strategic alliance with Sotheby’s, the operator of the auction house. The agreement provided for the licensing of the Sotheby’s International Realty name and the development of a franchise system. The franchise system is comprised of an affiliate network, where each office is independently owned and operated. Sotheby’s International Realty supports its affiliates and agents with a host of operational, marketing, recruiting, educational and business development resources. Affiliates and agents also benefit from an association with the venerable Sotheby’s auction house, established in 1744. For more information, visit www.sothebysrealty.com*.*

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