

the web

Utilizing the Internet in the purchase of a home hasn't merely grown. It's exploded. According to the NAR, 84% of all home buyers begin their search online. In Orange County, this figure is especially significant; here, there's a higher concentration of people online than anywhere else in the nation. What's more, in Orange County, nearly 200,000 adults used the web to find real estate listings in the last month alone.

The Internet has proven to be a catalyst in attracting not only a large number of potential buyers, but more importantly, those who are qualified and ready to make a purchase. In the state of California, buyers who use the Internet are twice as likely to have higher incomes and pay higher prices for their homes than buyers who don't use the Internet.

As the Internet continues to grow as a real estate marketing tool, Surterre Properties® continues to revolutionize its strategy and focus, ensuring maximized exposure for your property.

