



# Hints For Homebuyers

## Shopping For A Home On Your Phone



**Today's younger, tech-savvy homebuyers are changing the real estate market, taking it on the go.**

(NAPSA)—With more than 90 percent of people born between 1981 and 1999 consistently using the Internet, 75 percent having a presence on social media channels and 83 percent keeping their mobile phones by their sides, it should come as no surprise that all this mobile and social activity is influencing the real estate industry.

Last year, the largest share of homebuyers were between the ages of 25 and 34. Many of these younger, tech-savvy homebuyers have the power to alter the nature of real estate.

In the past, people looking to buy a home would schedule an in-person meeting with a real estate professional who had been recommended by a friend or family member. Today, with the rapidly growing popularity of both social and mobile activities, those recommendations are happening in real time and on the go.

One of the biggest game changers has been the popularity of social networking sites. Social media is helping real estate professionals communicate with younger buyers.

While the majority of homebuyers begin their search online, an increasing number are doing so while on the go. The growing adoption of smartphones is making a huge impact because, according to RISMedia, a leading source for real estate industry news, between 15 and 17 percent

of all website traffic now comes from mobile devices. As a result, many real estate companies are developing apps, such as the Century 21 mobile app, where homebuyers and sellers will find more than 3 million property listings at their fingertips.

Prefer to begin your search through social media or mobile phones? Here are some helpful tools:

- Learn more about the process of buying or selling a home—From determining your credit score to your ideal monthly mortgage payment, visit [century21.com](http://century21.com) for a crash course on all aspects of the buying or selling experience.

- Connect with a real estate expert in your market—Following agents on their Facebook and Twitter pages gives you regular access to their tips and expertise to help you make an educated decision.

- Take a virtual tour—Many Realtors provide virtual tours of homes. Checking out a home online can help make the most efficient use of your time when you enlist the help of a real estate professional.

- Take your search wherever you go—Free mobile apps keep you updated on listings and allow you to find real estate agents.

For more information, visit [www.facebook.com/century21](http://www.facebook.com/century21), or to find an agent or begin your property search, go to [century21.com](http://century21.com).