

CENTURY 21 JUDGE FITE COMPANY

REAL ESTATE



The MOBILE Real Estate Agent



Jim Fite & Jan Fite Miller



## The MOBILE Real Estate Agent

This issue we are exploring mobile technology and the mobile real estate agent.

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## 2-Minute 411 with Jim Fite

***With mobile and Internet technology, the future is NOW!***

You can take a few minutes to go online, browse homes in your area of choice, click a button to make an inquiry, and within minutes an agent will contact you. Within 5 minutes you can set up an appointment to see

## Real Estate 411 - Quick FACTS

**Mobile technology enters the real estate market to make house hunting convenient and put the information in the palm of your hand!**

With the rise of the second smartphone generation (iPhone, Android, and BB touch screen), people are using their mobile phones in completely new ways. The most significant trend is the usage of mobile applications or “apps”, led by the game changing iTunes App Store. Applications are easy to find and download to mobile device, making the user experience both rewarding and entertaining. With the availability of **real estate apps**, consumers now have access to property information in the palm of their hand and know where to find homes in an area they want to be in.

**Fact:** With GPS available on your cell phone, you can navigate applications to search for a home in your location, view photos and details of the property, and contact an agent or an office.

**Fact:** Through mobile lead routing technology, the mobile real estate agent can receive your inquiry about a property within minutes and respond. You will soon be touring the home of your dreams. Mobile real estate technology also has the power to push your listings out across multiple mobile apps to be seen by thousands of potential homebuyers.

**Fact:** Using a mobile application is better than browsing the mobile web. It is much faster! It takes only one second to launch a mobile application versus up to several minutes for a mobile web in a bad reception area. Your smartphone goes with you wherever you go and can get reception where your mobile web cannot. You can even house-hunt when you are sitting at a football game!

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## Real Estate 411 - QUICK TIPS

**Working with mobile real estate technologies**

Going online for real estate information is a fun and new way to go house hunting and locate information about neighborhoods, school, parks, communities...and more! Just imagine putting that information into the palm of your hands via your BlackBerry, iPhone or other “smart” phone? It’s possible now with the new mobile technologies that are available in the real estate market.

the home, and if all goes well, you will be signing the papers to your dream home within weeks!

This is not the future. This is now. And the mobile real estate agent is the one who works with you to make it all happen. The mobile real estate agent will answer your email inquiries and keep you in the loop throughout the process using online communications and mobile texting.

Online and mobile technologies are abundant today in the real estate industry. Now you can have it all in the palm of your hand with mobile technologies and applications. And when you engage the Mobile Real Estate Agent to help you through your transaction, it will be a win-win for all!

Watch the video at [www.YouTube.com/judgefite](http://www.YouTube.com/judgefite).

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The purpose of all these gadgets, when it comes to real estate, is to provide the customer with streamlined information so that you can make a more informed decision. It also enables your real estate agent to provide you with almost immediate service and answers to questions, before and throughout the transaction. Here are a few helpful hints to get you started using mobile technology.

- **Buy the perfect phone** – choose the phone that has all the options you want and more
- **Get connected** – make sure your mobile service has a broad network with GPS
- **Learn to text** – subscribe to a generous “texting” package with your mobile network provider
- **Visit iTunes.com** to browse, purchase and download real estate applications from the “Apps” store
- **Set up accounts** for your real estate apps so you can easily log in, browse homes, save them, and make notations
- **Trulia’s iPhone app** is a great real estate application where you will quickly learn how to “house hunt” using your iPhone

When you are ready to buy or sell your property, engage a mobile real estate agent who is connected through a lead router service and will be able to receive your online inquiries and emails instantly and respond with the answers you need!

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*Contact your CENTURY 21 Judge Fite Real Estate Agent  
to help you with your real estate needs.*

[www.CENTURY21JudgeFite.com](http://www.CENTURY21JudgeFite.com)

800-451-8055 or email [411@judgefite.com](mailto:411@judgefite.com).

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