

# HOME BUYER STATISTICS

When listing a home, it's incredibly important to be aware of current home buyer statistics as they can greatly impact marketing strategies. Understanding the demographics of the target audience, such as age group, income, and buying habits, can help determine the most effective way to reach them and market the property. By staying informed on current home buyer statistics, we can help aid sellers, like yourself, better tailor our marketing strategies and increase the chances of a fast, efficient, and successful sale.



**95%**

95% of home buyers use the internet to search for a home

**78%**

78% of home buyers search on the internet, using a tablet or mobile phone

**69%**

69% of home buyers using a tablet phone search through a mobile app

Data research from the 2021 National Association of REALTORS Profile of Home Buyers and Sellers provides us with insight as to the resources buyers use to find homes, including both the internet as well as with the assistance of a Real Estate agent. From these statistics, the use of digital advertisement is something to heavily consider when looking to list and sell a home.



**89%**

89% of home buyers contacted the agent for a home visit or a virtual tour

**88%**

88% of home buyers contacted the agent for a home visit or a virtual tour

**10 weeks**

Home buyers spend an average of 10 weeks on average of 10 weeks

# MARKETING YOUR PROPERTY

## Multiple Listings Service

The first priority is listing your home. As a REALTOR® We will post your house on the Multiple Listing Service (MLS), the database of all listings made available to thousands of other REALTORS® in our city, state, across the country and around the world.

**MULTIPLE LISTING SERVICE**  
**MLS**



## Wyndham-Lyons Realty Yard Sign

As your listing agents, we will place a Wyndham-Lyons Realty sign in front of the house. With over 90 years of combined real estate experience, the Showcase Team at Wyndham-Lyons Realty Services represents real estate professionals who are experienced and knowledgeable in your market area. As a best-in-class real estate professional, we have the resources necessary to provide you the smoothest, most stress-free selling experience.

## Real Estate and The Internet

The Wyndham-Lyons Realty website offers modern, easy-to-navigate, map-based property search features and is designed to respond to any device on any platform. KyCore is our in-house, mobile friendly marketing tool that we use to connect prospective buyers with all the details about your property instantly. Coupled with our www.ShowcaseTeam.com website and our Brokerage website, this is just the beginning of where your property will be displayed on the Internet. Your property will also be listed and featured on these sites and social platforms, ensuring maximum global and network exposure.



## Photo and Video

Professional photography and our Matterport 3D Home Tours can be taken and used for both online and print advertising. In addition, an exclusive custom video may be created from this professional photo shoot presenting all the exceptional features of the property to potential buyers.

## Online Notifications, Campaigns and Advertising

In addition, your home listing will display in my monthly e-Newsletter and all my holiday and email campaigns. We advertise all my listings in weekly and monthly publications, and my brokerage advertises in weekly and monthly regional real estate publications.

# THE RIGHT PRICE

Determining the list price for your property is critical and can be the difference between attracting motivated buyers quickly or repelling them at first glance. It is our responsibility and obligation to help you make an informed decision.



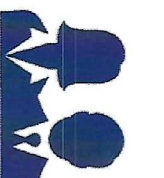
**2 weeks**

We, at Wyndham-Lyons Realty Services, are well-versed in the market and know how to price properties accurately to sell for the most money in the least amount of time.

We will help you determine the list price of your property through three key factors:

**Physical qualities affecting the value and desirability of your home.**

The condition of the house will impact a buyer's perception of its value. Even moderate improvements (such as touch-up paint on walls) can dramatically improve the perceived value, therefore driving buyer interest, offers and, ultimately, a higher purchase price.



**60%**

60% of home buyers expect housing to rise in the next 12 months

**3 weeks**

3 weeks is the average time it takes to sell a home

**98%**

98% of home buyers expect housing to rise in the next 12 months

## Local market conditions

Location, lifestyle opportunities, job growth, the economy, inventory and demand to name a few are all mitigating factors in how fair market value will be determined for your property.

## Evaluate your competition

The more we know about the competition, the better prepared we are with how to position and sell the property successfully. The competition is how we will gauge where we need to be, to get your house SOLD.





**WYNDHAM-LYONS**  
REALTY SERVICES, LLC

## A WORD FROM OUR CLIENTS:



"Terry has helped us with two properties we bought. He went above and beyond - he went to many properties with us. It's been a challenging real estate market, but Terry kept working hard. He is an excellent agent. We enjoyed working with him."

*DUANE & KATHY MECKLEM*



"Terry is very good at what he does an very understandable and has patients when you have alot of questions like I did I would recommend Terry for any of your real estate needs he is really good."

*DUSTIN BRADFORD*



Terry is very knowledgeable and easy to work with. He truly cares about his clients and works hard finding them the perfect home. I would highly recommend Terry for your Real Estate needs.

*MICHELLE SHORT*



**TERRY  
FISHER**  
REALTOR®

Main Office: 4440 Glen Este  
Withamsville Road  
Suite #1600, Cincinnati, OH 45245  
Branch: 6066 US Highway 50, Hillboro,  
OH 45133  
Office: (513) 322-2905  
Mobile: 937-763-3057  
Email: [tfisher@wyndhamlyons.com](mailto:tfisher@wyndhamlyons.com)  
Website: [terryfisher.wyndhamlyons.com](http://terryfisher.wyndhamlyons.com)



## "GETTING THE BEST POSSIBLE PRICE, IN THE SHORTEST AMOUNT OF TIME, AND DOING SO AS ENJOYABLY AS POSSIBLE."

Welcome to the world of Real Estate marketing! We at Wyndham-Lyons Realty Services direct all of our efforts toward our customers both internally to our REALTOR® associates and externally to our firm's clients to understand, anticipate, and satisfy their needs and expectations in a timely, cost effective and value added manner.

As a potential seller, you want to ensure that your property reaches the right audience and sells at the best price. With the right marketing strategies in place, you can achieve just that. This brochure is here to guide you through the process and help you understand the various ways we plan to promote your property in order to guarantee a fast, efficient, and successful sale.



**WYNDHAM-LYONS**  
REALTY SERVICES, LLC

*"Our Passion for Real Estate Will MOVE You!"*

# MARKETING YOUR HOME

*Strategic positioning to capture the  
most value in your home*

