



# Alaska REAL ESTATE

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## TURNED DIGITAL DIN'YA?

In the movie “Dances with Wolves”, Kevin Costner, after being alone in the wilderness for a year or two, becomes intimate with an Indian tribe and adopts many of their cultural beliefs and ways.

When his regiment finally returns to find him at his remote, isolated post he is dressed ‘out-of-uniform’ and immediately thrown into a makeshift cell. The Private attending as prison guard is disgusted and spits out the words - “Turned Injun Din’ya?”

All people are influenced by their environment, which leads me to suggest - “Turned Digital Din’ya?”

Real Estate is fast evolving into an I.T. exercise as opposed to a conversation between people and I, for one, pledge to keep a healthy conversation element in my dealings with you but, since the majority of the real estate tribe now carry an electronic device

everywhere they go, we must adjust to digital home selling and home buying to maintain success.

71% of homebuyers use the Internet to find a home and most of those shop on Zillow. This is a fact of life so the marketing of your home for sale, as far as I am concerned, is mostly an issue of the best possible presentation online.

Once inputted to MLS (Multiple Listing Service) your home can be seen everywhere on Earth (and likely soon in Outer Space!) Realtors nationwide have generally agreed that all property data may be shared without limit across the Internet. We call it IDX which, oddly, stands for Internet Data Display.

In awhile I will tell you about abuses of IDX but, for now, it may be regarded as the broadest possible disclosure of your home for sale once I list it.

This leads to the question - How

should your home be displayed?

Your marketplace is no longer ‘auditory’ in nature but ‘visual’. Just ask your local school teacher if they can maintain student attention by talking to them! The world is becoming ‘visual’ rather than ‘auditory’. Words matter - but not as much as pictures.

I want to disclose that, while there are many photographers (including licensees themselves) shooting pictures of your home for the IDX market, there are degrees of skill in this exercise.

Just as there are master craftsmen in all fields, there are master craftsmen in marketing and photography.

Some listings online have a totally unimpressive primary photo followed by a gallery of up to a hundred shots revealing everything from your laundry to stashes of nick-knacks all over

the house.

I use an exclusive, professional market expert and photographer to capture your listing in its most enticing form and, following that, sequence those photos in the best possible manner to draw in the homebuyer.

The fact is that the object of the visual presentation online is to get people to come and look at your property. If that cannot be done with 30 or so pictures it cannot be done at all.

Apart from the pictures (and sometimes the property is not suitable for any photos of the interior - e.g. vacant and distressed), the words used to describe the property are still important.

The MLS verbiage for public remarks is not easily created and I am not the world's expert, but I do try really, really hard to describe a home colorfully and with the best verbal cues that might trigger the buyer's interest.

Of course, it goes without saying that the statistical data needs to be accurate also (year built, square footage etc.) and I have seen some 'bloopers' from time to time.

### **A word on Digital Abuses:**

Unfortunately, the world has become infected with spammers, hackers and outright criminals

who wish to profit from your internet exposure.

You may be interested to know that, while your home for sale is a public disclosure and needs to be, there are people (and well-known real estate search engines from A to Z) who take your data and sell it back to vulnerable local agents.

For example, "Z" company might market your home, attract buyer inquiries and then sell the buyer to an Anchorage licensee. The local industry does not feel good about this.

In addition, slick real estate licensees may present your home, listed by me, as if it were their listing in order to draw in traffic. Please beware of possible real estate scams and feel free to ask me about suspicious behavior.

Travel agents died out as a tribe of entrepreneurs because they could not fight Expedia. Realtors now sit with affiliate members on the National Association of Realtors with powerful organizations like Zillow that intend to dominate the digital world of real estate and make all the money. (Did you know that Rich Barton built both Expedia and Zillow?)

Your interests are still best served by a local licensee whom you can meet and talk with. For this reason, a 'conversation' with your human Realtor should always be your first choice.

What is missing from the internet is quality service and relationships.

There are many fine Realtors in Alaska and I hope you will always value that resource, no matter what 'pops up' on your electronic device. Software or service - Your call!

Dave

Wilson



### **Homebuyer Rates**

30 year fixed rates under 3% and as low as 2.625% are making homes very affordable but, as a result, home values are increasing.

You pay more for the home but it costs you less per month.