



There is a multi step process that the investor follows when buying Outer Banks property. This process can take months to complete and involves quite a bit of research that they conduct themselves. Today's investor can go to the web and do a lot of homework before ever calling a REALTOR®. They are able to compile information about a property through the information highway like, tax value, previous sales, current deed, rental income, etc. This being the case, it is imperative that your listing has the most extensive web presence in order to attract that potential buyer. If you are not seen, you won't be considered!

**Here is an example of the multi-step process:**

- |  |                                  |
|--|----------------------------------|
| 1. Buyer begins internet search                            | 1-2 month process                |
| 2. Buyer creates a list of possibilities                   | 2-3 Weeks to narrow down choices |
| 3. Buyer does homework online                              | 2-3 weeks of research            |
| 4. Buyer begins to make plans to visit area and tour homes |                                  |
| 5. Calls REALTOR® to set up appointments                   | 1-2 months                       |
| 6. Makes multiple trips to view properties                 | 1-2 months                       |
| 7. Narrows down list to 2 homes                            | 1-2 Weeks                        |
| 8. Makes offer   | 1-2 Weeks of negotiating         |
| 9. Has offer accepted                                      |                                  |
| 10. Inspections and Financing stage                        | 4-8 weeks                        |
| 11. Closing  |                                  |

As you can see, the process can take up to 6 months from start to finish. Pay close attention to #1 in the above. If a buyer isn't exposed to your property during the initial stage, you don't have a realistic chance of selling. Over 90% of all OBX buyers live in a different area. Therefore, they all start searching on the internet.

What I am offering is to get you blanket coverage so there is no way a buyer can overlook your listing. This coverage includes being on the 1<sup>st</sup> page of a Google search. If you're on page 2, 3 or 4, you essentially don't exist!

