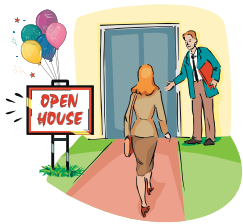
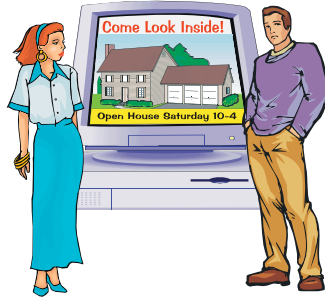


Internet House Hunting

Americans use the Internet to help them research and complete all sorts of purchases. Homebuyers also are searching online before they begin touring properties.

Buyers now work at their own pace, and draw on numerous sources to gain the input they're looking for, states a study prepared jointly by the National Association of Realtors and Google.

"Nine in ten homebuyers today rely on the Internet as one of their primary research sources," the authors note, *"and 52 percent turn to the web as their first step."* Property searches are a common initial activity consumers take online.



Google says searches related to real estate grew 22 percent over the past year. But online shoppers also use traditional tools such as yard signs and open houses to find sale homes.

LIKE MY HOUSE

Homebuyers with mobile devices can simultaneously compare an open house property with residences viewed online.

However, home shoppers are most likely to research on their mobile device when they're at home, says Google.

Often they'll look at houses online while also watching TV, Google adds. More than one in three home shoppers takes this approach to reviewing sale properties.

Men and women are equally likely to shop for homes online, Google finds. Internet searchers also range from first-time purchasers to households considering vacation and retirement properties. ■

Thought for the Month

"Ideas are a dime a dozen. People who put them into action are priceless."

— Anonymous

Home Affordability Sets Record

An all-time record for home affordability was established in 2012, the National Association of Realtors (NAR) reports. More average-income families than ever could afford to buy a typical home last year, explains NAR.

Great mortgage rates and terrific home prices create ideal conditions for purchasing real estate. *"A window of opportunity remains open for buyers,"* adds NAR's chief economist.

However, I'm aware that affordability is more than just numbers. You need to feel comfortable with your home financing, since it's a long-term financial commitment.

I can help you take advantage of today's favorable conditions while they last. **Contact me soon to find out how you can move into a house with reasonable payments this year.** ■



Homes & Neighbors® is published monthly by The Mortgage Times®. All articles in this newsletter are protected under United States Copyright Law. No reproduction or duplication of this newsletter is permitted unless authorized by The Mortgage Times. ©Copyright 2013, The Mortgage Times®.



14523 Westlake Drive, Suite 16
Lake Oswego, OR 97035

Summit Home Mortgage, Inc.



Harris Picoult

Branch Manager

Office: 503/ 726-2299

Home: 503/ 655-1815

Fax: 503/ 594-0249

E-mail:

hpicoult@summit-mortgage.com

Oregon License #ML-2644

NMLS# 212978