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TECH SAVVY HOUSE HUNTING *Tech Tools Make Real Estate Shopping Convenient*

ST. LOUIS, MO (August 8, 2011) – Most of us barely have enough time in our busy lives to complete everyday tasks, so adding the process of house hunting to packed schedules can be overwhelming. Fortunately, a variety of online and mobile tools are available to help buyers shop for real estate efficiently and conveniently, prior to getting assistance from and working with a Realtor.

“Nearly 89 percent of today’s buyers test the real estate waters online before diving into their home search,” said Jim Dohr, president of Coldwell Banker Gundaker. “Buyers want to do searches from anywhere, at any time which is why mobile apps and mobile websites are so important.”

- **Community information.** Real estate apps offer a perspective on everything from local shopping to public transportation to area school reports.
- **Simple search tools, advanced results.** Coldwell Banker’s iPad app also offers an enhanced real estate search that yields property, video, agent, and office results. The videos accessed by the app feature tips, news, and agent focused- clips.
- **Start Your Engines.** Take advantage of specialized search engines to help you find your desired home. With extensive criteria, fast feedback, and “on the spot” directories of the exact location of your listings, these services shave hours off of your house hunt.

Coldwell Banker Gundaker, the leading residential real estate brokerage company in St. Louis, operates more than 20 offices with nearly 2,000 sales associates serving metropolitan St. Louis and east-central Missouri. Coldwell Banker Gundaker is part of NRT LLC, the nation’s largest residential real estate brokerage company. NRT, a subsidiary of Realogy Corporation, operates Realogy’s company-owned real estate brokerage offices. For more information, please visit www.cbgundaker.com.

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