



Home Buyers Tune In to Talking Houses

An innovation in digital Radio Technology is simplifying the oftentimes-arduous process of home shopping. Rather than jotting down numbers of agents listed on a "home for sale" sign, area shoppers who drive by a home with a "Talking House" sign can simply tune in their radio to a designated AM frequency for a detailed report on the home – all without leaving their car.

Local realtor, Debo Cornett, is now using Talking Houses in the Wilkes County area. Homes with a Talking House sign have a radio transmitter about the size of a small VCR inside the home. The transmitter, which recently underwent its most significant redesign, can broadcast a personalized message five minutes in length to a distance of up to 300 feet from the home.

The Talking House radio transmitter is a powerful and effective real estate tool because it simplifies the process for all parties involved -- the agent, the seller, and the buyer. For listing agents and their sellers, a house that talks is much more memorable and stands out amid the clutter of homes on the market. The radio report qualifies buyers by providing them with enough detail for them to decide if they'd like to tour the home. The result is that an agent enjoys an increase in the number of calls from qualified buyers. In addition, hearing a description of the home's hidden interior features may change the mind of a shopper who wasn't initially excited about the house from its exterior.

House hunters appreciate the added convenience of knowing immediately if a house will meet their specifications. They can learn everything they need to know from the comfort of their car, without having to search for a flyer that's usually run out or only contains a sketchy description at best.

The Talking House transmitter is an excellent marketing tool. The FCC-approved transmitter, which simply plugs into a standard wall outlet, can broadcast around-the-clock to any car that tunes in. Because the transmitter uses a computer chip, the message heard over the radio is crisp and static-free. No special license is required and it will not interfere with television or any other radio reception. Transmitters use any frequency between 560 and 1700 on the AM dial, and thus, two homes side-by-side could use a transmitter without interfering with each other's broadcast.

For information on how Talking House can help your house sell more quickly, contact Debo Cornett, Applefield, REALTORS® by phone at (336)667-2254, Ext. 229 or (336)984-0226. Her email address is Debo@HomesOfWilkes.com