

Let's talk QR codes

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What are those strange black-and-white checkerboard boxes we are starting to see in real estate ads? Those are QR codes, also known as Quick Response codes. Among other uses, QR codes are the latest and greatest technology to "link" an interested real estate buyer with information. Many of us have a smart phone or intend to get one in the near future, but many people are asking why they need this new feature and where do I start?

I will try to translate, as I can speak a little "geek."

First you need a QR Reader installed on your compatible smart phone; many QR readers are downloadable for free. I have an iPhone and used the APP store to download QR Reader. It was free and works well for me. Blackberry or Android phones as well as others will have their own sources for their specific applications.

When you see the unmistakable QR code, with a steady hand, you simply hover over and scan the image until the resulting information is displayed. Some applications may involve taking a still photo of the QR image and then processing it, but the end result is still the same. The QR image may direct you to a Web site URL, a property description spec sheet or whatever the purveyor of the QR code wants you to see.

This will become an important and significant feature for my sellers and buyers. I can put QR codes on a seller's sign allowing a buyer to easily gain tremendous insight into the property specifications all while they are still sitting in front of the home, when their interest is still high. We Realtors® typically have to limit the word counts and pictures in traditional print advertising due to space limitations, but now we can add a QR code to provide a wealth of additional information.

This is just one more way that I, like other top agents, will now use to attract buyers to their listings.

Web sites with pictures are great, e-mailed datasheets are important, and now with the addition of these QR codes we can provide one more means of accessing that ever-increasingly technology-driven buyer.

By staying on top of new technology marketing, QR codes fit neatly into the category of attracting the technical buyer. Facebook, Twitter, and LinkedIn are just some of the



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social and business networking sites where I am marketing my listings. It is all about exposing a great "house" product to a consumer in the language they prefer, but also may be the only means by which they might ever become aware of

the property. By offering a QR code, buyers might be further inclined to actually view a listing since they can do it within seconds. The buyer doesn't have to wait for a specification sheet to be e-mailed to them or perform a tedious search on a computer later on if they still are interested or even remember the property.

Whether you are my buyer or you are my seller, I become your "strong partner." I have years of expertise and I need to constantly upgrade my knowledge of market trends, including technology, to best serve my sellers and buyers. In order to obtain the best price for a seller, I must expose their property to the

largest, broadest, and best audience. It is my 30 years of experience, knowledge, and dedication, in addition to grasping new technologies, that have provided **my 2010 sold properties an average of 36 days on market.**

For more information and to view Sarah Pietkivitch's resume, visit www.sarahsellsflorida.com, call (772) 214-4420, or scan the QR code in this article.

Sarah Pietkivitch, broker associate for RE/MAX of Stuart, holds a degree in real estate and is an Accredited Buyer Representative Manager (ABRM), Certified Real Estate Specialist (CRS), Graduate Realtor Institute (GRI) and Certified Distressed Property Expert (CDPE). She is a trained Seniors Real Estate Specialist (SRES) and is a member of the Employee Relocation Council and the Certified Luxury Home Marketing Specialist Institute. She has been a top producing real estate broker and/or mortgage lender for nearly 30 years. Her resume includes mortgage lending manager for a 20,000-member credit union and the broker owner of a RE/MAX franchise in Wisconsin. She was elected to the Executive Council of RE/MAX North Central and is a member of the coveted RE/MAX Hall of Fame, among other awards and accreditations. In her career, she has personally sold and/or helped people with their real estate needs spanning more than 1,000 homes.

