Why I Use Query-Point

A Realtor's Message to Fellow Agents

As Realtors, we spend a lot of time thinking about how to get more attention for our listings, how to provide better service to buyers and sellers, and how to stay connected with people who may be interested in a property.

That is why I decided to use Query-Point.

What interested me most was the idea of making a real estate sign more useful. A sign already tells someone that a property is for sale. Query-Point gives that interested person a way to immediately learn more using the smartphone they already carry.

Instead of seeing a sign, writing down a phone number and hoping to remember to call later, a prospective buyer can access property information while they are still at the property and while their interest is fresh.

That matters.

Buyers often make decisions in the moment. They are driving through neighborhoods, comparing homes, visiting open houses and looking for properties they may not have noticed online. If we can give them an easy way to get more information at that exact moment, we make the buying process more convenient and we make our marketing more effective.

I also like the fact that Query-Point is not limited to a single sign or a single property.

I can provide clients with a Property Search Link that they can save or bookmark on their phones. Once they save it, they can reopen it as they move around the area and refresh the search to see participating properties near their current location.

Properties may also appear as pins on the map, giving buyers another way to discover listings.

That turns the system into more than a sign feature. It becomes a simple location-based property search tool that I can give to my clients.

For sellers, I believe it adds another layer of value to the marketing I provide. Every seller wants to know what I am doing to help people discover and learn about their home. Query-Point gives me another answer to that question.

For buyers, it gives them greater independence. They can look, listen, read, view photos, follow links and gather information when it is convenient for them.

For me as an agent, it gives me another way to stay useful to both sides of the transaction.

I do not see Query-Point as a replacement for the MLS, Zillow, Realtor.com, my website or any of the other tools we already use. I see it as something that connects the physical world of real estate signs with the digital information buyers expect.

That is an important distinction.

Our signs are already out there working for us every day. Query-Point helps those signs do more.

I also like the simplicity of the pricing structure. Rather than having to create a new account every time I take a listing, I can maintain multiple property locations and replace them as listings change. That makes it practical for an active agent.

Most importantly, I think this type of service reflects where real estate marketing is going.

People expect information immediately. They expect it on their phones. They expect to be able to get it without making a phone call, waiting for a response or filling out a form first.

If someone is standing in front of one of my listings, I want to make it as easy as possible for that person to learn more.

And if one of my buyers is driving through a neighborhood, I want them to have another way to discover available properties.

That is why I use Query-Point.

To my fellow agents, I would suggest looking at it not simply as another QR code or another piece of technology, but as a way to make the signs we already use more productive.

The sign attracts attention.

Query-Point helps turn that attention into information.

And in our business, giving an interested buyer useful information at exactly the right moment can make a real difference.