

Let's **Talk** About Real Estate and Home Loans

Confession Time: I am an aging Baby Boomer and much, much closer to the big 60 than to any other landmark. Communication for my generation consisted of face-to-face conversations, telephone calls, handwritten letters to Granny and notes passed in school. As one of the 79 million boomers and traditionalists (those born before 1964), I still like to conduct business while looking at someone I know and trust. Email is plenty speedy for me, and text messaging or Instant Messenger moves much faster than I can think, much less type on a miniscule keyboard.

On the other side of the spectrum in the UFCU Real Estate Department and throughout our Austin community are the Gen X and Gen Y folks who consider email "snail mail" and who send messages, information and pictures from computer to iphone and back again in nano seconds. They can actually carry on multiple conversations simultaneously on Instant Messenger, and build communities in places like "mySpace" and "YouTube". This age group, which constitutes about 100 million people or 42% of the national population, has had computers since grade school, and mobile access is a way of life.

The Austin area contains a mix of these generations, and each has it's own housing and home loan agenda. The boomers may be selling larger homes and buying smaller ones, purchasing second homes with retirement in mind, or doing both. Gen X and Y are most likely embarking on move-up or first homes, and might be looking at real estate investment potential,

Today's technology allows incredible time savings when transferring documents and providing information during a real estate transaction. One can look at photos and virtual tours at available homes, and loan documents can be emailed, e-signed, and stored electronically. Technology is wonderful, but communication, education, and analysis of your personal needs can, and should, occur on the level that provides **you** the most comfort. As important as the clarity and timeliness of the communication is the *method in which you want information delivered to you*. As a buyer or borrower, make your communication needs clear to the REALTOR and/or Loan Officer you have chosen. If you want a personal meeting to discuss your needs and ask questions, and prefer to be contacted with a telephone call for updates, let them know. If a completely electronic transaction better fits you, that is what you should receive. Most of us, boomer and Gen X and Y alike, will probably settle on a combination of methods.

Make sure that your service providers have the technology, personnel and desire to "talk your talk", no matter which method and medium you choose.

Laurie Roberts
Manager, Real Estate