



*Above
the
Crowd!*

This certificate entitles you to a
professionally accurate estimate of the market value
of your home by Jim Akers



Jim Akers

associate broker
RES: 877-7551
Pager 1-552-7298

**RE/MAX SUBURBAN
REALTY INC., REALTOR**

380 Guelph Street
Georgetown, Ontario L7G 4B5
Bus: (416) 877-5211
Toronto line: 457-1752

CONTACT JIM AKERS TO ARRANGE AN APPOINTMENT

If it is not our attention to solicit listings from other real estate brokers. Please disregard this offer if your home is currently listed.

Commissions: You get what you pay for!

(NC)—Like any market, strong real estate sales have recently produced a variety of commission rate choices for the home seller.

As real estate prices have risen, so too have the size of commissions. And the public is asking: Am I paying too much or am I getting full value?

When you buy a product it's easier to evaluate what you are getting for your money. You can see it and touch it. When you contract for a service it's very hard to compare what one salesperson will do for one percentage versus what another salesperson can do for a lower percentage. How do you compare? That's the dilemma. Because each company has the right to get their own commission fees.

But with the number of new salespeople and the number of new organizations entering the market at record levels, the easiest way for these people to increase market share is to get more listings by cutting commissions.

Is this a benefit to consumers? On the surface it might be, provided that the level of service is maintained. However, that is very unlikely. Why? Real estate brokerage is already a low margin business because of commission pay outs to salespeople. So when you reduce revenues through lower commission rates the company is left with less money to service and promote its listings.

It's the same with those companies that pay out all of the commission to salespeople. Not only do salespeople have less of their own dollars to promote the property, but also they have less to gain.

But some consumers may say — those salespeople are already making too much anyway. They can do with less. While average salaries in the real estate industry are comparable to office workers, it is true that top salespeople can earn big dollars.

But don't forget, salespeople do not draw a salary. They only get paid when

a sale is made and the seller is satisfied.

**REAL ESTATE
AND YOU**
Jamie Johnston

Many times just as much work and money has gone to promote a property that did not sell. Then the salesperson and company will lose money. Even in good markets only 50% of listings taken are actually sold. So half the time these salespeople have worked for nothing. How many other professions work on that basis? Or how many office and factory workers would accept these conditions? Much less a cut in salary?

So let's get back to the real issue: Are you getting your money's worth?

First, if a salesperson talks about reducing commissions up front, you can be sure that they have little else to offer.

However, a salesperson who has taken the time to research your property before they sit down with you will probably do a better job for you in selling your property. By preparation, I mean not only a market evaluation but also a marketing plan. How will they promote your property? Anyone can put an ad in the paper. What else will they do?

In the final analysis, you can list your property for a small commission, but your chances of a sale are considerably less if the salesperson will not or can not afford to promote your property. On the other hand, you can agree to pay a larger commission which is not payable until after a sale is made and you are satisfied. With this commitment, the salesperson and their company will initiate programs to generate buyer interest and increase the chances of a sale.

As a consumer, the choice is yours.

For a free copy of "How to Sell your Home", please contact the Canada Trust/Realtor office nearest you.

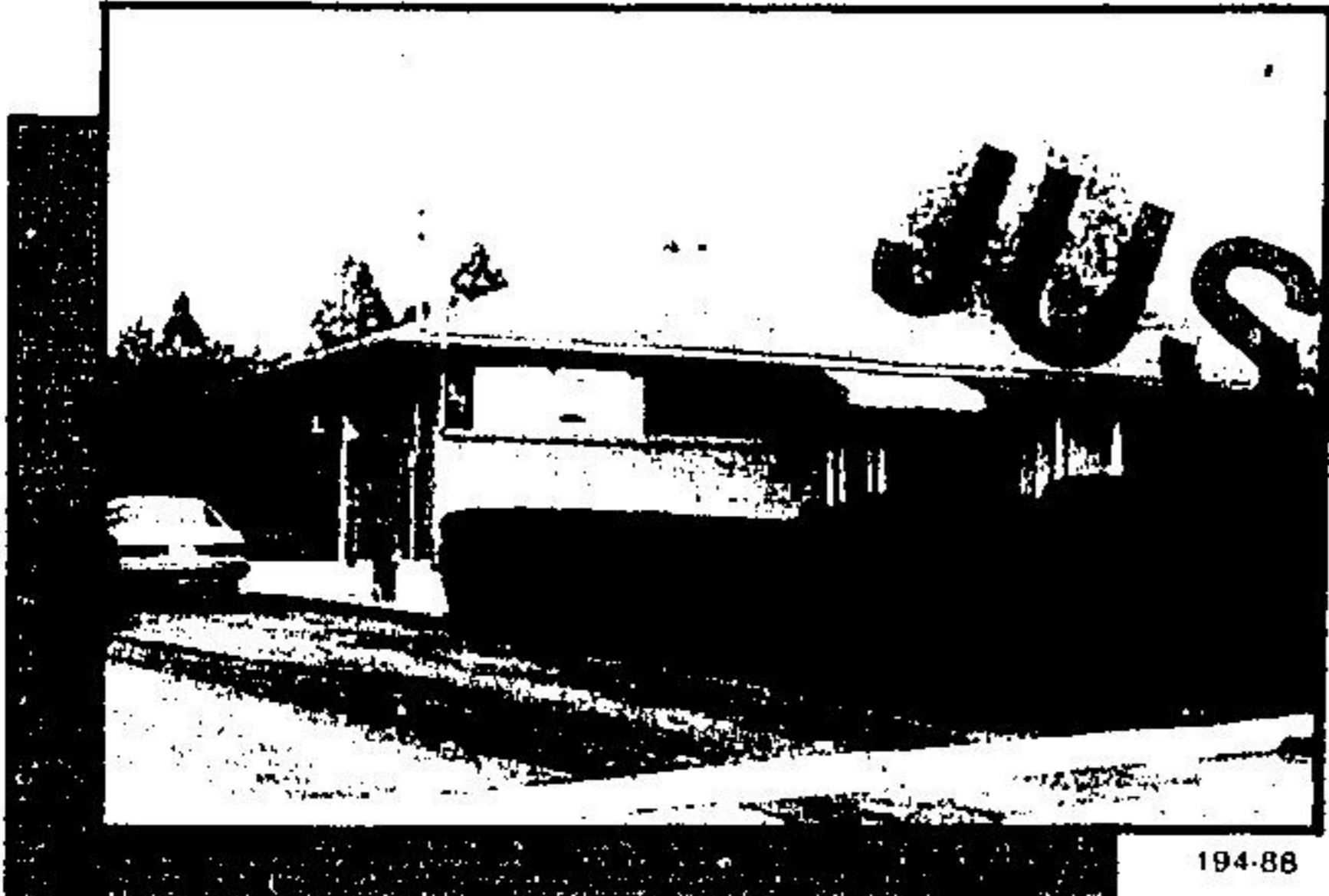
**Repair small cracks
early, avoid major
repairs**

No matter how well a home is built, it's still possible to develop cracks, particularly at the point where two surfaces of different materials meet, such as around window and door frames.

To remedy this problem quickly and easily, and keep insects, dust and moisture outside where they belong, simply remove old caulk, clean the surface thoroughly and apply a general purpose caulk such as Elmer's Acrylic Latex Caulk with a cartridge gun applicator.

Be certain the caulking bead reaches and overlaps both surfaces. Latex and oil-based paints may be used over this caulk after it dries — approximately 30 minutes.

An added bonus, particularly for the novice do-it-yourselfer — you can clean up Elmer's caulks and sealers easily with soap and water before they dry.



194-88

MOVE IN MAY

- Beautiful 3 bedroom bungalow
- Quiet Crescent location in Georgetown
- Upgraded carpet over hardwood
- Step down Kitchen
- Finished basement
- Fenced yard
- May possession

OFFERED AT \$169,900.

CALL BILL OR ANDY FOR YOUR APPOINTMENT

**MOVE-IN
CONDITION**



ANDY KING
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873-1056
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This Certificate

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PROFESSIONAL HOME EVALUATION

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RE/STAR

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NETWORK OF THE STARS

(Not intended to solicit homes already listed for sale)



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Sales Representative
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