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Real Estate Digest

How to make your home more attractive to potential buyers

A "for sale" sign on your front lawn is possibly the best selling tool you will have when you go to sell your home. But it's not the only one.

After you've gone through all the decision-making steps, the why's and wherefore's, of deciding to sell your home, a few "open house" sessions will bring potential buyers face-to-face with your house. And that's what you need to end up with a successful transaction.

The first thing you probably did after you made the decision to sell was to make an arrangement with a Realtor to handle the sale. You possibly have used this Realtor before, or sought recommendation from family members, friends or business associates. However you made the connection, you surely know that your Realtor is a trained expert in marketing houses.

One of the first things your Realtor will help you with is lots of solid advice on how to prepare your house to show to prospective buyers. Your house should appear in the best possible light to impress buyers.

It should be as clean and neat as possible. Remember that a potential buyer will be curious enough to check out all the hidden spots in the basement, the garage and other areas you may tend to overlook in your normal cleaning.

To bring your house up to top-notch appearance, your Realtor may suggest some minor repairs, some painting or surface decorating. The Realtor may also suggest throwing away some of the clutter that you may have overlooked. The Realtor wants to make your house look as desirable as possible, and that can mean a better price for you and a faster sale.

Realtors are experts at assessing the proper sale prices for houses. They have both the training in this area and the comparative background statistical information to arrive at the best selling price. Buyers are usually checking out the competition and are quick to know whether a house is priced too high or too low.

When you've set your price and done the necessary clean-up, the Realtor is ready to place a "for sale" sign on your lawn and

may plan a few open house sessions. The Realtor will also list your house on the Multiple Listing System (MLS) which will allow the details on your house to reach potential buyers through other Realtors in the community.

Realtors often already have a prospective customer or two and they'll be quick to bring them in to look at your house.

Early on your Realtor will probably also run an open house for other Realtors who may have prospective customers waiting for just what you have to offer. In addition, your Realtor will also suggest and prepare advertisements to run in appropriate newspapers.

Then your Realtor may plan one or two open house sessions for the general public. These will be usually noted in advertisements of one type or another. A public open house usually last for three or four hours on a weekend afternoon.

It's best that you and your family be elsewhere during an open house so that prospective buyers are not intimidated and can ask questions openly of the Realtor. Since strangers will be in your house, although they'll be supervised by the Realtor, you should make sure you've hidden away all your personal valuables.

Your Realtor will also prepare an information sheet of details and features of the house for visitors to pick up when they visit. The "for sale" sign has already made people aware of your house because of its outside appearance, its size or neighborhood. An open house gives those people the opportunity for a closer look inside.

Selling a house can be a complex task but, as an expert, your Realtor knows all the ins and outs. Realtors know that a "for sale" sign is the first attraction to prospective buyers, and that an open house follows close behind. As a seller, your aim is to sell your home in the fastest, smoothest way at the best price. A few open house sessions can go a long way in helping you meet that aim.

This article is provided by local realtors and the Ontario Real Estate Association.



**CARRIERS
NEEDED**

* **Georgetown** *

**Gibbons Place
Mountainview Rd. S.
Prince Charles**

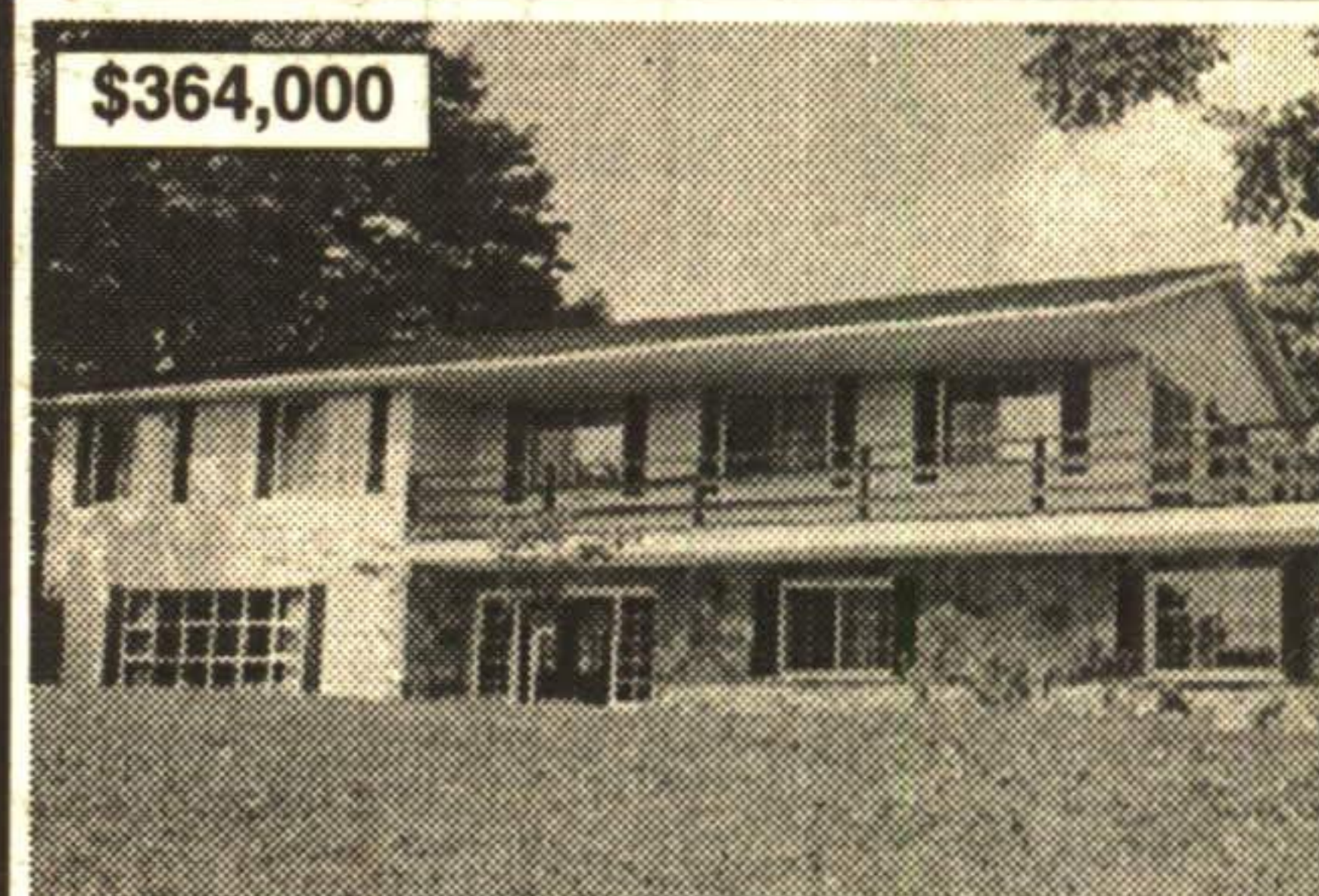
* **Acton** *

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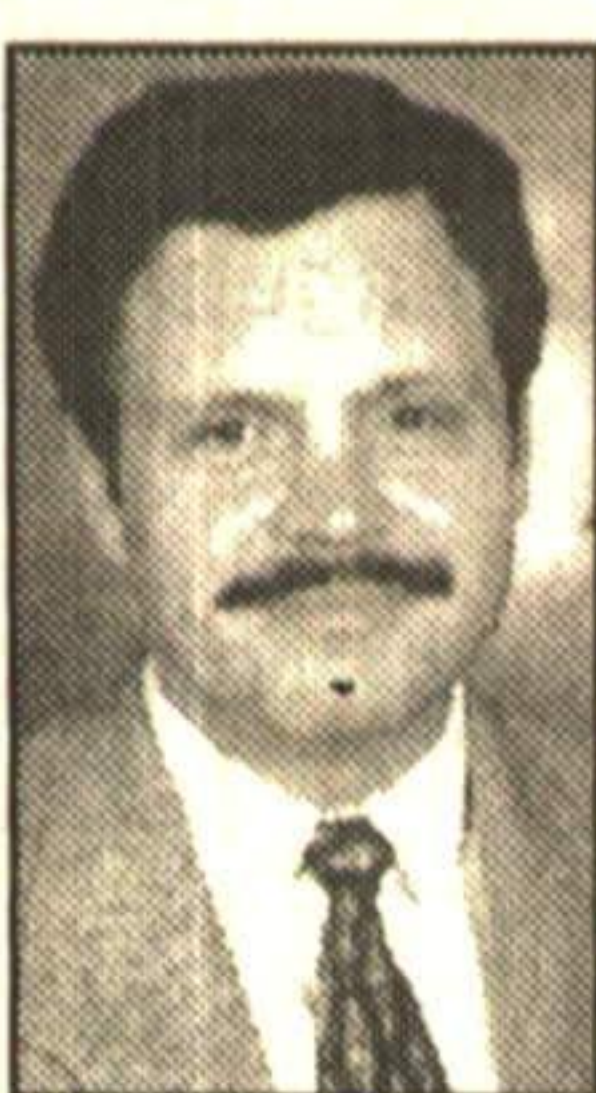
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This great bungalow has a 2 bedroom apartment downstairs. Find out how you can live here for less than rent. Quiet location. Super price at only \$164,900. Call **Kathy Monckton*** 874-3051. RM376-96

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END UNIT**

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Asking **\$124,900.**

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DOUG MEAL*, Sales Rep.

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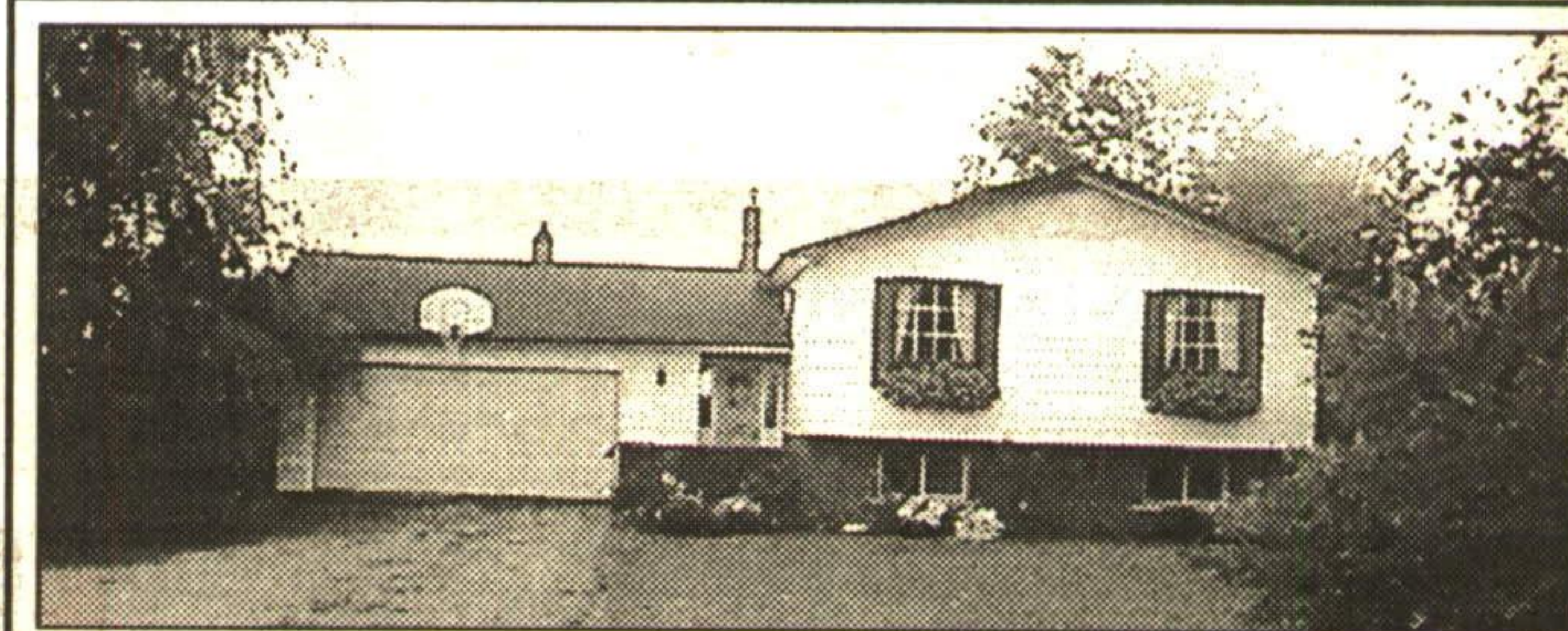


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