

# Say You Saw It In . . . The Independent & Free Press Real Estate Digest

## Use the MLS to help sell your home

This article is provided by local realtors and the Ontario Real Estate Association (OREA) for the benefit of consumers in the real estate market.

When selling your home you want to make sure as many potential buyers as possible are aware of your property. The best way to ensure that "maximum exposure" is through the services of a realtor and the Multiple Listing Service (MLS).

Realtors are experts, trained and licensed in the field of real estate, who service the needs of the public in the buying and selling of homes. All are members of local real estate boards and have access to the MLS—an extensive network of listings across the country.

The MLS is a central registry of properties used by realtors to match buyers with homes on the market. MLS is describes as a "co-operative marketing system" to ensure maximum exposure of properties for sale.

The MLS is very effective. Last year, sales across Canada from MLS listings totalled an amazing \$58 billion.

In addition to being distributed in printed catalogues, MLS is also a sophisticated computer database of properties indexed by price, location, type of home, number of bedrooms, amenities and so forth. Photos of homes may also be available on-line and, over the past year, many real estate boards have added their MLS listings to the Internet through www.mls.ca.

The major benefit of MLS to consumers is that it allows the realtor to use his or her skills to full advantage. Realtors are experts at determining what it is a potential buyer wants in a home—and a large part of the realtor's job lies in finding prop-

erties that suit these criteria.

With MLS, a realtor can search the database for homes that suit budgets, location preferences and family requirements, and quickly put together a short list of suitable homes.

Many consumers will find themselves first viewing MLS material at their realtor's office to preview potential properties and narrow the list further. When it comes time to view in earnest, they know exactly what homes they want to see, what their options are and what types of properties the market has to offer.

Through the MLS, realtors can literally view details of thousands of homes. In fact, in 1997, over 300,000 properties new to the market were listed in Ontario alone.

Even if you're moving across country or to a distant part of the province, the MLS can be used to scout homes in advance, greatly reducing the worry that often comes with relocation.

The bottom line is that what's good for the buyer is good for the seller. This is because the main obstacle for any seller is to find qualified, motivated buyers. The only way to overcome this is to match your home to the requirements of as many potential buyers as possible. Using the MLS cuts through the complexities, exposes your property to those most likely to purchase it, and makes sure you won't waste time showing your home to those who aren't truly interested.

So, when you've made the decision to sell, make sure you ask your realtor about an MLS listing. It could be that your realtor will already know of a number of potential buyers, but in most cases, an MLS listing will open up a broader range of interested parties.



**Maureen Plucinsky**  
Sales Representative

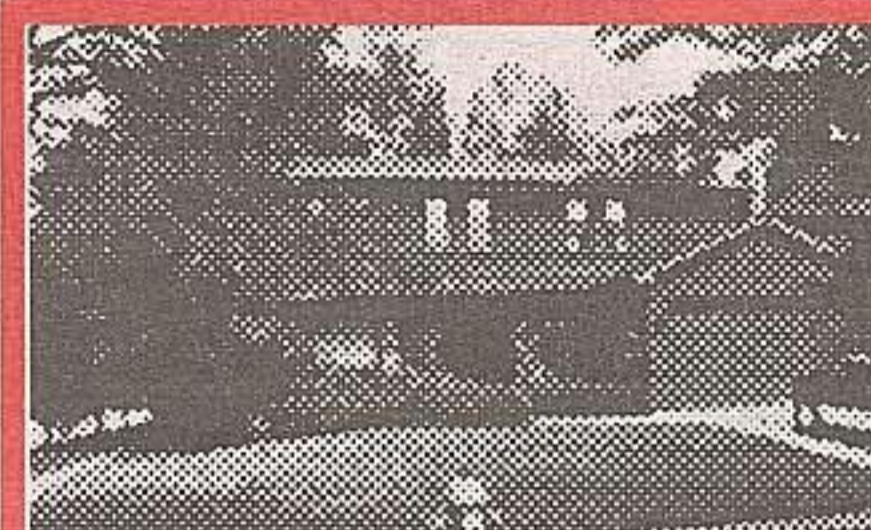
**Town & Country Specialist**  
Free evaluation

<http://www.aztec-net.com/~maureen>  
[maureen@aztec-net.com](mailto:maureen@aztec-net.com)

Loc.: (905) 877-5211 Tor.: (905) 874-3051  
Erin: (519) 833-7117 Fax: (905) 877-5154  
1-800-834-5516



**Blue Springs Realty**  
(Halton) Corp.



**Georgetown Park Area. \$319,000**

Location, curb appeal & price!  
4 bdrms, 5 WRs. Two bdrms have 3 pc  
ensuites. Walk to hospital, schools,  
churches, park, library, art gallery & GO.  
Large ~ square Fam rm with FP & w/o.  
Cement drwy. Expensive metal shingles



**Campbellville Estate. ~ 5ac**

Stone on ~5 ac on quiet rd with access to  
401. Great Rm w 4 sided stone FP. 2 cir  
staircases to 2nd floor balcony. Fab kit.  
2nd kit in Fam Rm. MF 5th bdrm  
suitable for office. Pool. Marley roof.  
Ground source heat pump. Near M GO.



**Milton 1819 Farm. \$389,000**

Running Brook Farm, approx. 66  
scenic acres. Solid stone & rubble stone  
home renovated in the 60's. Spring fed  
pond feeds Blue Spings Creek. Bank  
barn (40' x 60') SE of Rockwood & ~  
12 min N of 401. Adjacent 2ac, \$89,000.



**Erin Hobby Farm. ~ 16 acres**

**\$278,500**  
Gracious country home with 4 bdrm,  
2WRs. Backs onto Nature Rail Trail.  
2 ponds. Barn with hydro & water.  
Dog run. Close to schools & shopping.  
Excellent well. 20 min. to G'town GO



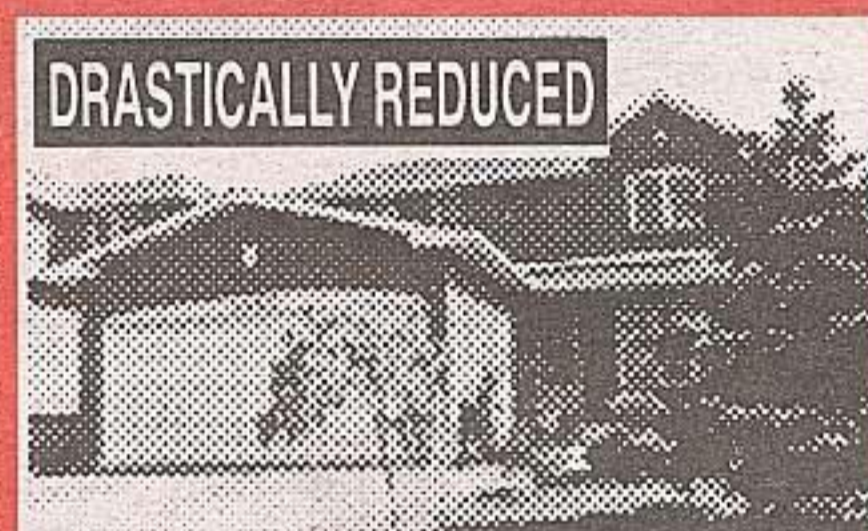
**Halton Hills ~11ac.**

Minutes to Hwy 401. 1406 ft frontage.  
4 large bdrms. Fam Rm with wood stove.  
Ceramic & parquet floors. 2 wells. Steel  
shed: 36' x 24' + 200 amp. 3 plum, 3  
apple trees. Parking for many vehicles.



**Halton Hills \$385,000 ~3000SF**

on treed 1.4 acre w quick access to Hwy  
#25 & 401. 7 min to Milton GO. 4 bdrm.  
5, 5, 2pc. Hardwood & ceramic. 2 oak  
staircases. MBR w 5 pc whirlpool  
tub & sep shower. MF den & Fam rm +  
FP. Fin bsmnt w games rm & sitting rm  
w wdstve. Deck. Excel well. Lit drwy.  
Privacy gates. Far below replcement cost



**Mississauga Excellent loc.**

Min to all amenities: schools, Credit  
Valley Hosp, Erin Mills Town Centre,  
403 & QEW. Eat-in kit with w/o to  
deck & large fenced yard. Many  
upgrades: ceramics, trim, CAC, CVAC,  
oak kit cabinets, deck, interlock walk,  
extra long lot backing onto trail.

### Vacant Land

**Erin:**  
~2Ac. \$89,900  
~13.3 Ac. \$142,000  
~33Ac. \$100,000

**Milton:**  
~2 Ac. \$89,000

**Rental**  
12144 Steeles Ave  
\$1,500/mo + utilities

Visit my Web Page

# HERE'S MY CARD

**3R's**  
**Tutoring Service**  
Cheryl O'Brien, B.A (905)877-4947  
Specializing in Education

*Gina Victoria*  
*Design*  
Cassie L. Peckin  
(905) 877-0549  
Interior Design  
Consultant

**Haydn's Music Studio**  
Haydn Evans L.W.C.M.D.  
905-873-8201  
• Kawai pianos  
• Used pianos  
• Tuning & Restoration  
• Piano & Guitar lessons  
5 Armstrong Ave. Unit 6  
Georgetown, On. L7G 4S1  
The Piano Tuna

**SUE ANNE SEWS**  
**JUST ABOUT ANYTHING**  
SPECIALIZING IN WINDOW COVERINGS  
SUSIE ENGLISH  
853-0154  
4 ROSEMARY RD.  
ACTON, L7J 1E8

*An*  
*Elegant Affair*  
For all your Catering  
Needs  
& Special Moments  
Jackie (905)877 7345  
Margaret (905)877 9261  
Fax (905)877 8940

**HILLSIDE**  
**Jeff Haines**  
Sand and Gravel  
Topsoil and Excavating  
Glen Williams, Ontario 905-877-3302

**Tiburon**  
**Business Services**  
Data Entry & Design  
Keep in Touch  
Contact Management, Complete  
Mail Outs, Booklets, Brochures,  
Resumes, Manuscripts etc.  
Pat McLeod  
Voice: 877-2052 Fax: 877-8476  
E-Mail: pmcleod@aztec-net.com  
www.aztec-net.com/~pmcleod

**Georgina Hebb**  
Phone: 905-873-8931  
Fax: 905-873-6319  
E-mail: ghebb@haltonhills.com  
Your Community Website!  
**WWW.HALTONHILLS.COM**

**Gillian E. Hill**  
Bookkeeping and Administrative  
Services  
-Specializing in Small Business Applications  
- Quickbooks and Simply Accounting  
- Administrative Services  
- English Composition  
- Resumes  
Georgetown (905) 702-1984

**LET YOUR CARD BE SEEN!**  
**CALL MARY O**  
**873-0301**