

Enlist the help of a professional:

Realtors understand the ins and outs of the real estate market

If you're thinking of selling your home in the near future, you may think that all that's required is a "for sale" sign strategically placed on your front lawn, but any real estate professional will tell you there's much more to it than that.

While a sign on your lawn is of paramount importance to the sale of your home, a well thought out marketing plan is also essential. Your Realtor, of course, is another vital component in the process and one of the first things he or she will discuss with you is a marketing strategy designed to give your home maximum exposure.

Pricing your home at market value is a crucial part of the marketing process. It's important to set the right price. If it's set too high, your home might end up not selling; if it's too low, you could end up losing a lot of money. Your Realtor will probably do a competitive (or comparative) market value analysis (CMA). Through this thorough, objective evaluation process, he or she will come up with a price range for your home which will reflect the most current market conditions.

Also keep in mind that effective marketing of your home requires a lot of communication between you and your Realtor and there are several things you can do to make sure your home gets the best possible exposure.

You should disclose everything you can about your property and the neighborhood in general. This information will help your Realtor a great deal and he can choose how and when this information can be related to prospective purchasers.

For example, there may be something about your home or the area you live in that you may take for granted, but that characteristic could be a major selling point for your home, such as its proximity to local schools and recreational facilities.

It's also wise to be candid about any potential drawbacks as well, so both you and your Realtor can be realistic in arriving at a suitable list price. Where possible, your Realtor is likely to have some suggestions as to how these problems can be improved upon.

As well, your Realtor may notice some serious flaws in your home or even some basic elements that are missing. They may not bother you, but could work to your detriment when it comes to selling your home. As a result, your Realtor is likely to make helpful, reasonable recommendation that will enable you both to market your home successfully. It's important to keep an open mind and follow his advice.

Remember, when selling your home you should keep it very clean and clutter free. A bit of money spent on painting or wallpapering could go a long way in speeding up the sale of your home.

You'll find that a team effort between you and the Realtor, combined with a realistic approach will help you market your home much more effectively.

TOUR OF HOMES

Weekend SPOTLIGHT

-on homes-



\$509,900

AWARD WINNING DESIGN in beautiful "Hawthorne Village". This prestigious home has many upgrades: hardwood & ceramic flooring, double garage, superb trim package throughout, stunning decor, pot lights galore. Overlooking natural looking pond, impeccable condition. Be the first to view this 10+ home! Priced to sell at \$509,900. Call Gary Thomas 878-7777 to view!



RE/MAX BLUE SPRINGS (HALTON) REALTY
Gary Thomas, Assoc. Broker, 905-878-7777

RE/MAX
Blue Springs (Halton) Realty Inc.



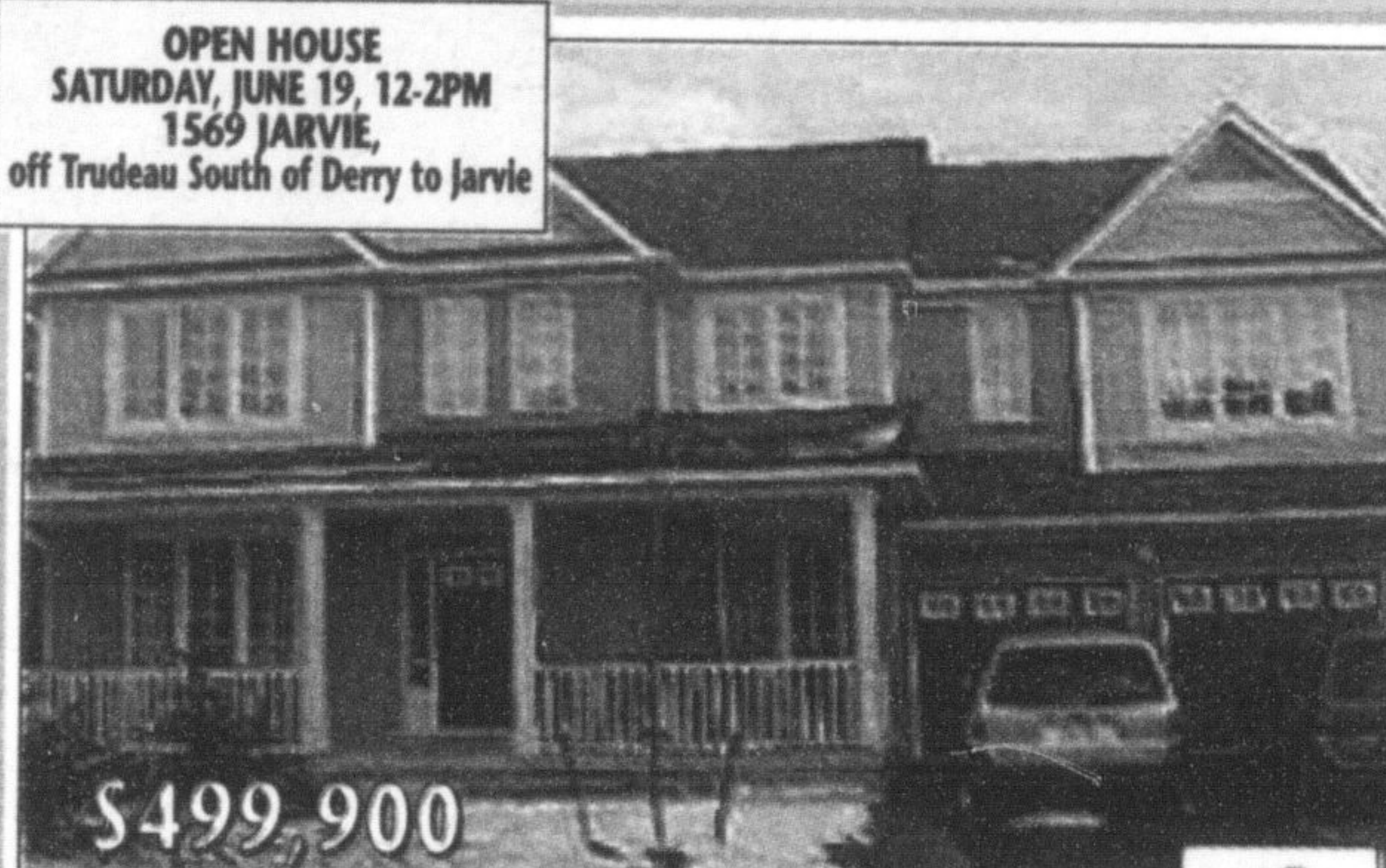
\$379,900

LOCATION - LOCATION This fabulously set 3 bdrm bungalow is a rare gem. If you can wait 40 years for mature growth then this place is not for you. Spacious thru-out, plus kid sized fenced backyard with 2 tiered decks & patio. Come view for yourself. **Only \$379,900**



ROYAL LEPAGE MEADOWTOWNE REALTY
Joyce Hagevik, Sales Rep, 905-878-8101

ROYAL LEPAGE
Meadowtowne Realty, Broker
MEMBERSHIP #1000000000



OPEN HOUSE
SATURDAY, JUNE 19, 12-2PM
1569 JARVIE,
off Trudeau South of Derry to Jarvie

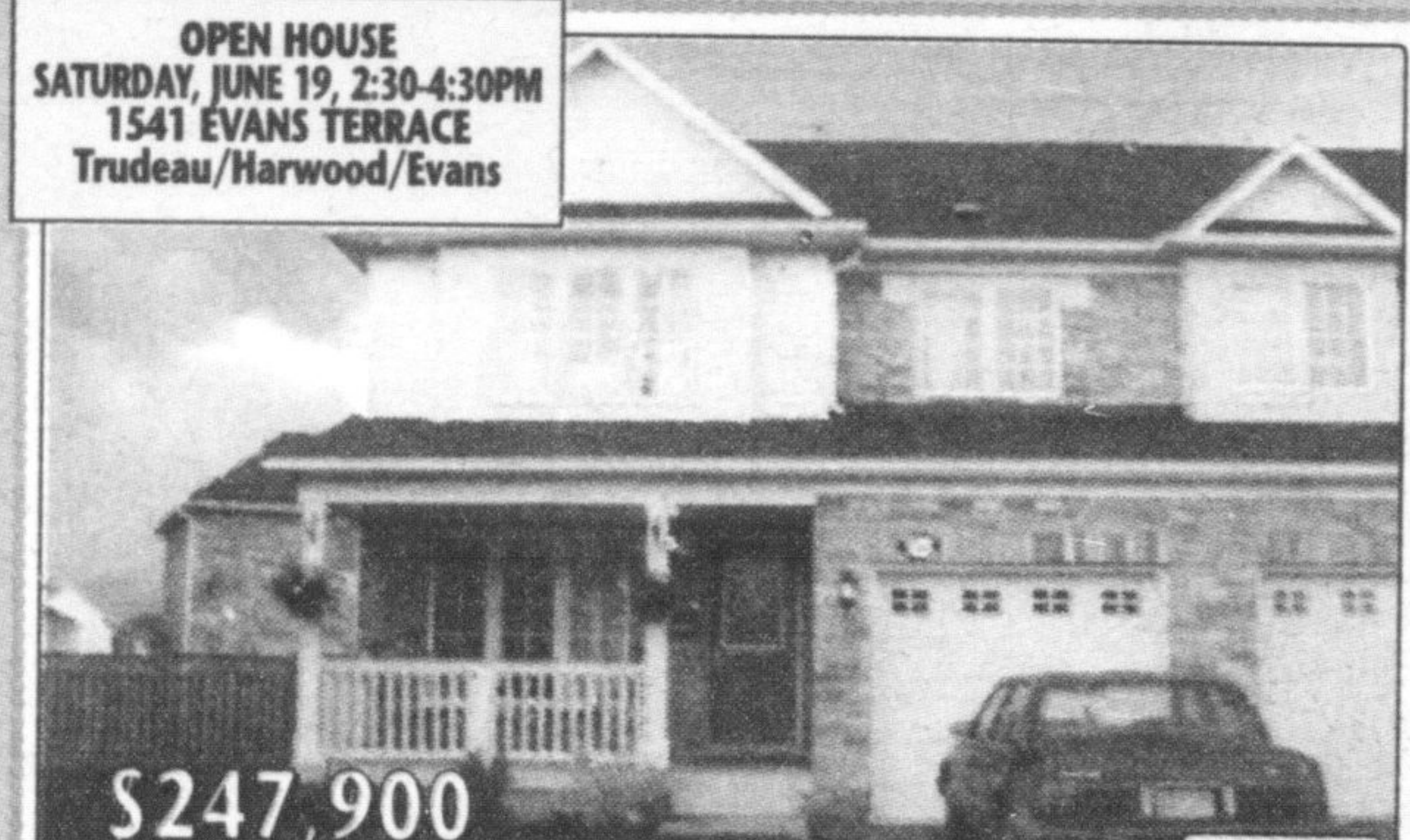
\$499,900

5 BDRM, 3715 sq. f., 8 mth old - MATTAMY BEAUTY professionally decorated, gorgeous hrdwd flrs on main flr, upgraded neutral berber carpet upstairs, 9' ceilings, cathedral ceiling in foyer, oak staircase, office on main flr w/ french drs, coffered ceiling in DR, FP in LR, huge kit. w/ island & butler's pantry, \$\$\$ spent on upgrades. Call me for your viewing.



RE/MAX PERFORMANCE REALTY INC.
Jackie Hollgrock, Sales Representative, 905-270-2000

RE/MAX
Performance Realty Inc.



OPEN HOUSE
SATURDAY, JUNE 19, 2:30-4:30PM
1541 EVANS TERRACE
Trudeau/Harwood/Evans

\$247,900

IMMACULATE 2 YEAR OLD MATTAMY Semi-detached priced to sell. Hardwood floor in LR/DR, eat-in kitchen, upgraded underpad and carpet, roomy Master bedroom with walk-in closet on premium sized lot.



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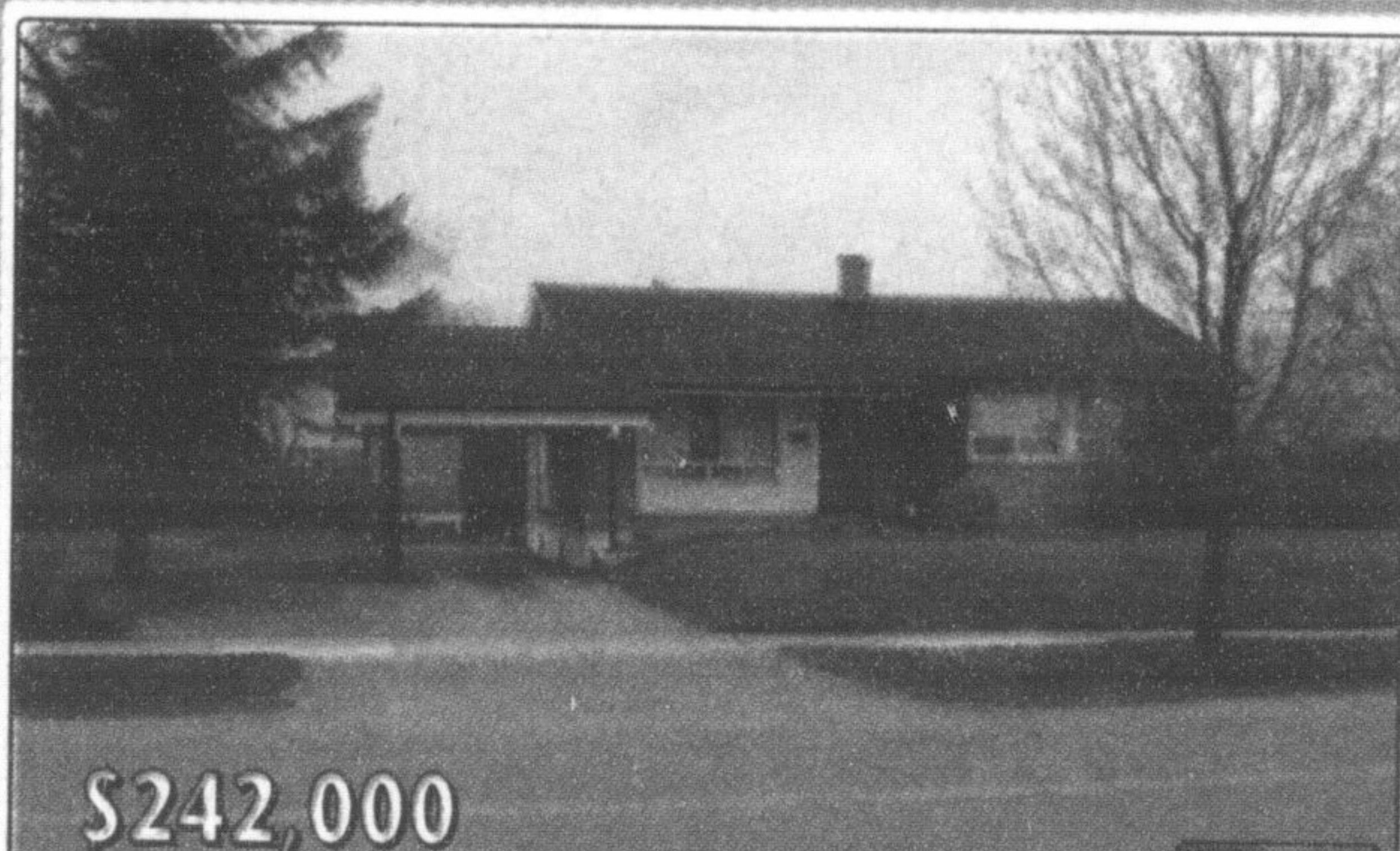


\$379,900

STUNNING GREENPARK HOME 4 bedrooms, gourmet kitchen. Upgraded ceramic movable Island. Open concept overlooks Family room, gas fireplace, media niche, combo LR/DR w/strip hardwood floors, 5-pc ensuite in master bedroom, 5-pc main bath, huge main floor laundry, C-Vac, C-air, 4 var driveway, 10+++.

Call to view. Near 401, GO station.
RE/MAX REALTY SPECIALISTS INC.
Olga & Loreto Scarola, Sales Representatives 905-272-3434

RE/MAX
Realty Specialists Inc.



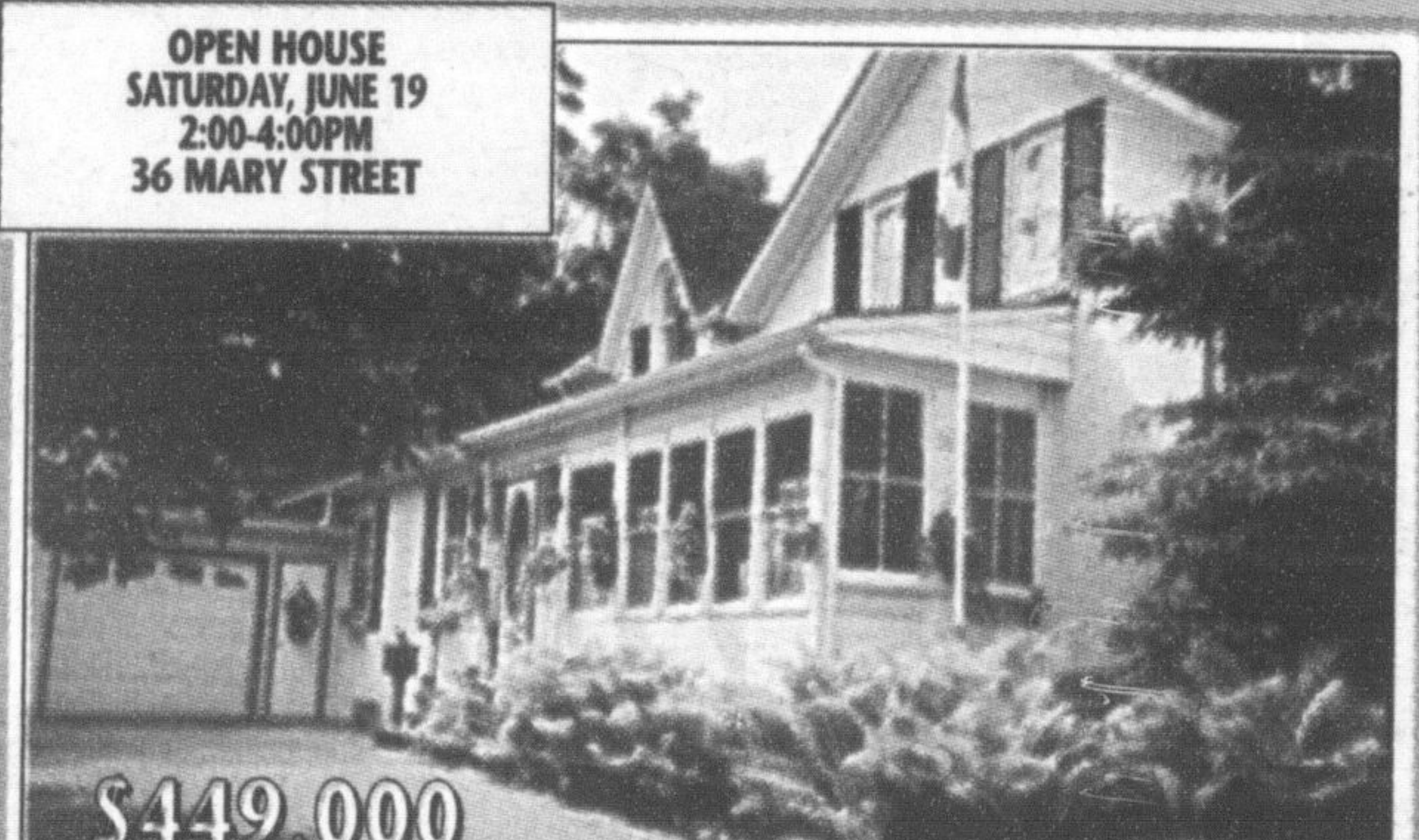
\$242,000

NEW PRICE - NEW FURNACE We need a new family to complete this deal. This attractive three bedroom brick bungalow comes complete with newer shingles/ windows. Also central air conditioning. Well priced at \$242,000.



RE/MAX BLUE SPRINGS (HALTON) REALTY
Wayne Casson, Sales Rep, 905-878-7777

RE/MAX
Blue Springs (Halton) Realty Inc.



OPEN HOUSE
SATURDAY, JUNE 19
2:00-4:00PM
36 MARY STREET

\$449,000

OWN YOUR OWN PIECE OF HISTORY in this wonderful century home. Enter the bright sunroom which leads to the large principle rooms of this home. Stately living room with stained glass window and built in shelving. Large updated eat-in kitchen with pine plank flooring, oak cupboards and breakfast bar. Cozy dining room with woodstove, hardwood floor and walkout to huge deck, Japanese garden and inviting hot tub. Offered at \$449,000. Call Diane for your personal tour.



ROYAL LEPAGE MEADOWTOWNE REALTY
Diane Maynard, Sales Rep, 905-878-8101

ROYAL LEPAGE
Meadowtowne Realty, Broker
MEMBERSHIP #1000000000

Open House coming up? Create Traffic! Call Diane to book your listing in the Friday Weekend Spotlight on Homes. 905-878-2341 X224