

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-

**OPEN HOUSE  
SUN. SEPT. 19  
1-3 PM  
687 THOMPSON**



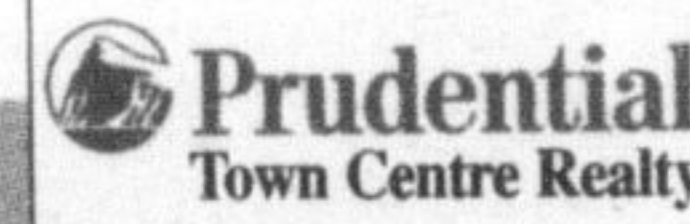
**\$274,900**

**BEAUTIFUL SEMI**

**\$274,900** Great semi in Hawthorne Village. neutral decor, well maintained & tastefully decorated. Eat-in kitch over-looks living & offers walk-out to yard. Gorgeous 4pc ensuite in master & walk-in closet, just to name a few. Don't miss out, call Domenic to view.



**PRUDENTIAL TOWN CENTRE REALTY  
Domenic Manchisi 905-878-9100**



**OPEN HOUSE  
SUNDAY, SEPT 19, 2-4PM  
172 HAMPSHIRE WAY**



**\$244,900**

**FRESH AS A DAISY - NEAT AS A PIN**

Waterton Model semi by Coscorp, in Bristol Park. 1395 sq.ft., 1 yr new, 3 bdrm, 6 room home ready for you to add your personal touches. Close to Community Recreation Centre, GO Station and 401. IBM Home Director & Security system. All appliances included. Perfect starter home in a pleasant neighbourhood. Early closing available. Call Jack Murphy for your personal viewing. 905-878-8101.



**ROYAL LEPAGE MEADOWTOWNE REALTY  
Jack Murphy, Sales Representative, 905-878-8101**



**OPEN HOUSE  
SUNDAY, SEPT 19, 2-4PM  
781 GRAHAM BELL CRT.**



**\$249,900**

Don't hesitate! This well kept 4 bedroom family home won't last long! Features HUGE corner lot! Fenced play area/dog run. Desirable mature area close to schools and parks. Excellent condition, ready to move in, and priced to sell! Call Ray to view, 905-691-7498 or 905-878-8101



**ROYAL LEPAGE MEADOWTOWNE REALTY  
Ray Loftis, Sales Representative, 905-878-8101**



**OPEN HOUSE  
SUNDAY, SEPT 19, 2-4PM  
371 - 43 BRONTE ST. MILTON**



**\$169,900**

**INSPECT THIS 3 BEDROOM SPACIOUS TOWNHOUSE**

close to all amenities. A perfect first home for couples tired of renting. See for yourself. Open House Sunday September 19th, 2-4pm, 371-43 Bronte St., Milton



**RE/MAX BLUE SPRINGS (HALTON) REALTY  
Teresa Mills-Hall, Sales Rep, 905-878-7777**



**OPEN HOUSE  
SATURDAY, SEPT 18, 2-4PM  
12571 FOURTH LINE**



**\$329,000**

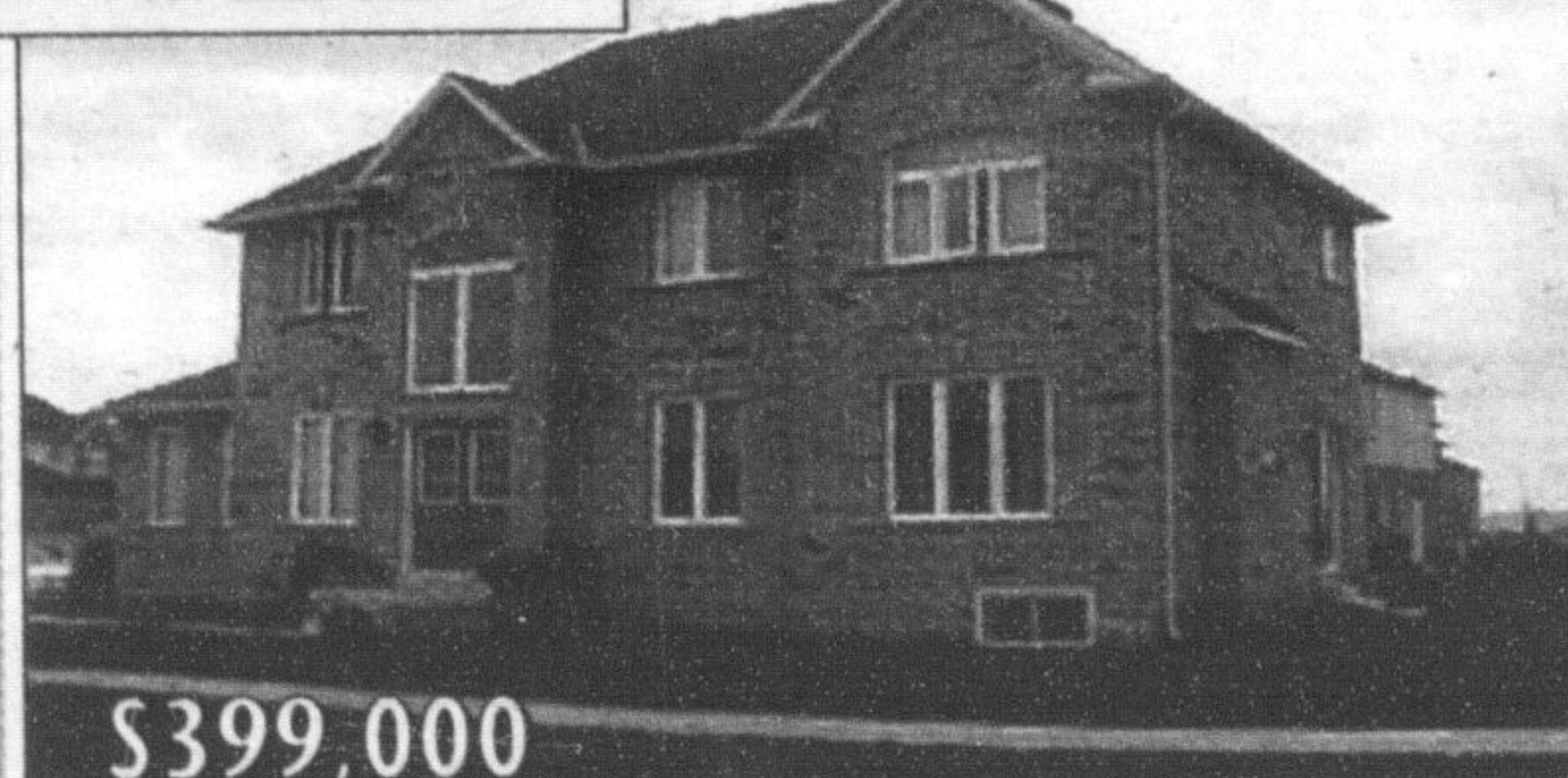
**QUALITY BUILT BUNGALOW**, only 7yrs old. Hardwood & ceramics thru main level. Spacious eat-in kitch, solid oak cabinetry, with gas built-ins. Walkout to decks with country view and still be close to amenities! Lower lvl fam room with 3 way gas FP built in bar and newer taupe carpets ideal to entertain in or = 1 bdrm and full bathrm on lower lvl for easy in law space. Fully fenced, sep dog area, recently landscaped and new trees planted. Come see for yourself! From Milton Lake Steeles to Fourth Line (Esquing) north about 15 minutes. Located just above the 22 sideroad. See virtual tour at mls.ca mls#1060463.



**RE/MAX GARDEN CITY REALTY INC.  
Tracy Compton, Sales Representative, 905-333-3500**

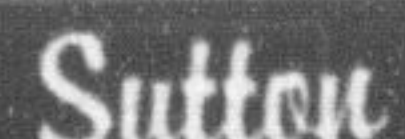


**OPEN HOUSE  
SUNDAY, SEPT 19, 2-4 PM  
177 ELLIS CRES.**



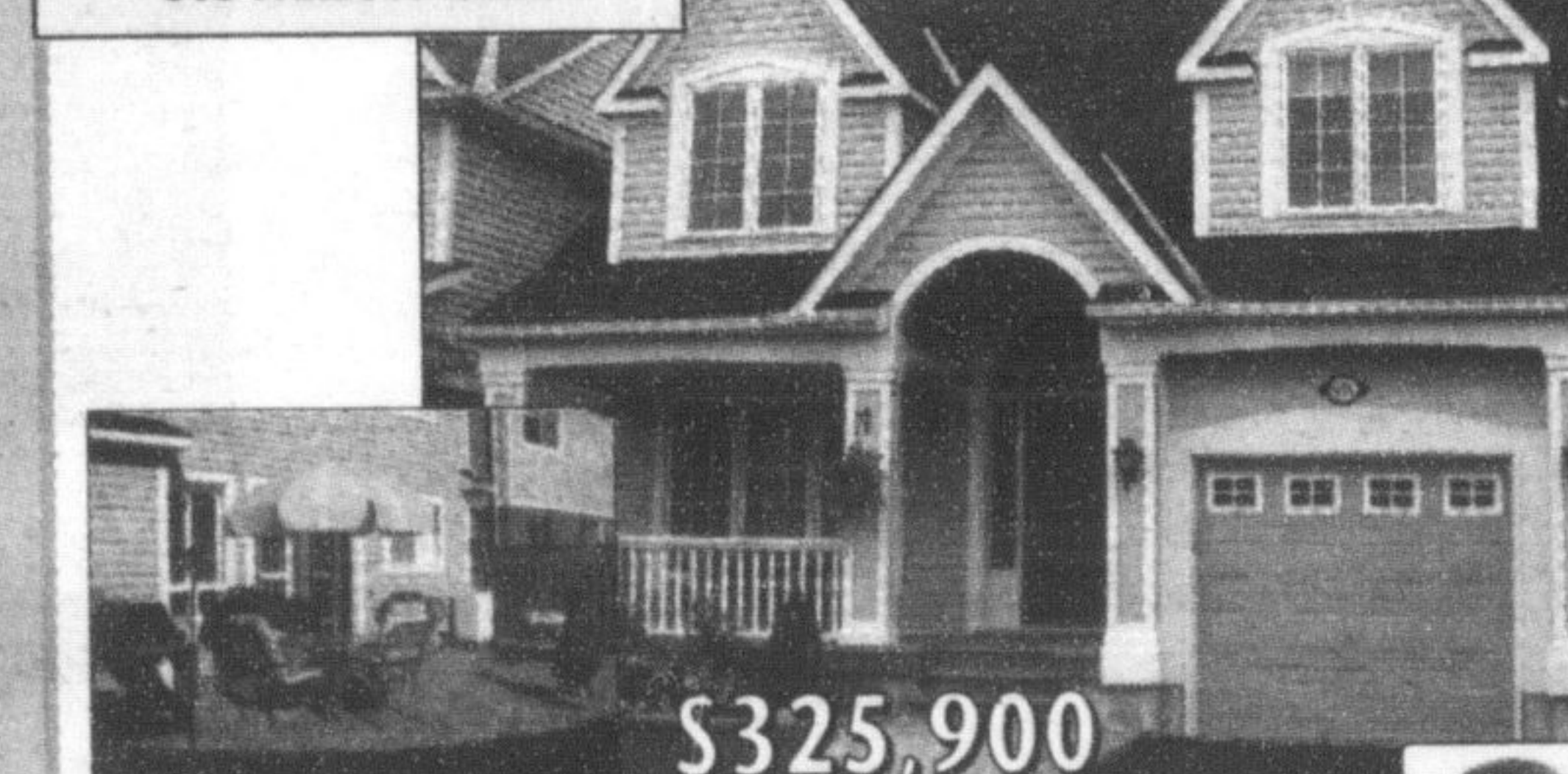
**\$399,000**

**ABSOLUTELY STUNNING HOME** On Huge Corner Lot! Backing To Green Area. No View Obstructions! Gorgeous Cathedral Entrance W/72St Open Area & 9' Ceilings! This Home Shines, Bright!! Totally Upgraded! Oak Staircase! Hrdwd Fls! Luxurious 47" Fireplace! Jacuzzi! 4 Bthrms! \*\* EXTRAS \*\* Fridge, Stove, Dishwasher (Washer & Dryer-Negotiable) Garage Door Opener With Remote, Cac, Rough In Cvc, Humidifier. Parking For 6 Cars. Computer Wiring Through Out House! Main Floor Powder.



**SUTTON GROUP, BAYVIEW REALTY INC  
Zaga Dunat, Sales Rep, 416-483-8000**

**OPEN HOUSE  
SUNDAY, SEPT 19, 1:30-4:30PM  
505 FARLOW CRES.**



**\$325,900**

**DREAM HOME!** Beautiful 4 bedroom detached home offers great backyard highlighted with large tumblestone patio and thousands in upgrades. Ceramic floors - foyer to kitchen, washed stain oak staircase, large eat-in kitchen, B/I make-up station & large ensuite incl. soaker tub & separate shower in F/R are just a few of the long list of features. A "picture perfect" home. Don't miss it!



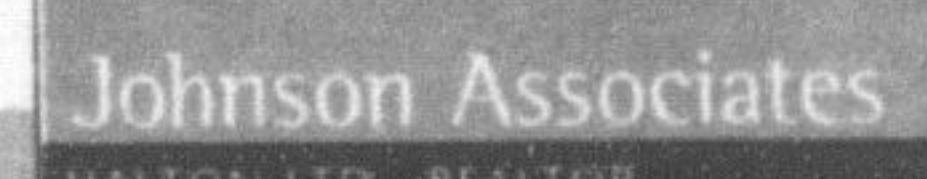
**ROYAL LEPAGE REAL ESTATE SERVICES LTD.  
Gary Leiskau, Sales Representative, 905-338-3737**



**QUALITY EDEN OAK HOME** Great layout, freehold, huge stairwell window. W/O from kitchen to fully fenced yard, 5 appliances included, move in condition. \$214,900. Rob McMulkin\*. 04-587-99



**JOHNSON & ASSOCIATES (HALTON) LTD.  
Rob McMulkin 905-874-3040**



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