To advertise, contact: Diane Wolstenholme 905-878-2341 Ext. 210, Fax. 905-876-2364 or e-mail at: dianew@miltoncanadianchampion.com







GO WEST LTD. REALTOR MAREK KLUGA, Sales Rep. 905-330-1888











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 loosing 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.

