



**Canada Trust Realtor**



**BERN CROWLEY**



**2 ACRES!**  
\$329,000 — Milton — South. Cozy three-bedroom brick bungalow, pond. Paved road on school bus route. Owner retiring. Acreage is scarce — so call now! After hours 844-8083

**878-7470**

REAL ESTATE LIMITED BROKER

**STELLA PARTON Real Estate Ltd., Broker**



**OPEN HOUSE**  
Sun. 1 - 4 p.m.  
285 Bell St.

**BEAUTIFUL BELL STREET BUNGALOW**  
3 bedroom bungalow backing onto parkland, large eat-in kitchen, professionally finished rec room, c/a/r, new roof, many upgrades. Asking \$225,000

# Selling a home requires some ingenuity

## Developing a good marketing plan essential to make your home stand out

After you decide to sell your home, what next? There's an awful lot to think about.

Some houses sell themselves but the vast majority need to be actively sold. How do you make your house stand out from the others which crowd the real estate section of your local newspaper?

As it is with any other type of selling, the development of a good marketing plan is essential. You and your realtor should work together to develop an individual plan which takes into account the unique features of your home.

First step back and try to be objective. It's essential to look at your home with a critical eye. See it as it really is and imagine how it appears to strangers. Add up the strengths, weaknesses and special features (including financial) of your property, and be honest. It's often difficult to distance yourself from something that contains as many memories as a home, but it's essential if you are going to make the most of your investment.

Part of being objective is the setting of a realistic price. Nearly everyone tends to overprice their home, so this is an area where a realtor's experience comes in handy. He or she knows your area, its selling history and what the market will bear, and is well-equipped to determine a fair price.

After setting a price, try to get an idea of the type of people likely to be interested in your property, then develop a marketing plan which speaks to that audience. A good idea is to ask your realtor to take you to look at houses in a similar price range.

It's always a good idea to know the

strengths of your competition.

Getting the message out that your home is on the market can be accomplished in a number of different ways. One of the most important choices you have to make is how to list your home.

With an exclusive listing, you appoint one realtor's firm to act as sole agent in the sale of the house. This realtor is given the exclusive right to sell the house during a specific period of time.

The Multiple Listing Service (MLS) is only available through a realtor who is a member of your local real estate board, and is by far the most popular way to list a home.

With it you get the personal service of having your own realtor, but indirect contact

with all other realtors within your particular real estate board. MLS means maximum exposure for your property.

After deciding on how to list, you and your realtor should decide what selling tools to incorporate into the marketing plan.

- Lawn signs, often underestimated by homeowners, are perhaps the most common and effective way of spreading the word. Interest from people who have seen them is especially promising because they have looked at the outside of your home, like it and want to know more.

- Newspaper advertising is also a well-known practice. Houses usually appear in newspapers on a rotating basis. This way they don't get stale in the mind of the buyer, so don't get worried if you don't see your property in the paper every day.

- The open house is an efficient way of showing a house to a large number of people at a minimum inconvenience to you. Your realtor will prepare a specification sheet or presentation booklet, and act as host for the open house. You should do your best to stay out of the way during these events. Let your realtor do the work.

In addition to these traditional ways of selling a home, many realty firms now offer a number of specialty services.

Some of these may include talking signs that broadcast messages into car radios, feature advertising for specific types of property, visual displays in malls or other public areas, television cable advertising, and national or international advertising.

Although it's unlikely all of these techniques will become part of your marketing plan, talk them over with your realtor. It pays to examine all the options.

Once prospective buyers have been identified, appointment or individual showings are generally arranged. These are the best opportunities for direct face-to-face marketing, where your realtor can focus attention on prospects who have shown genuine interest.

When you draw up a listing agreement, discuss how home showings will be handled. Appointment showings often happen at very short notice so remember to be prepared for them at all times by keeping your house at its best during the listing period.

It's during these individual showings that negotiations will often start with interesting buyers. Your realtor will not only point out the features of the property but deal with concerns that are raised by prospects during a showing. This type of groundwork can prove critical later on when more serious negotiations are underway.

Selling a home can be a challenging and exhilarating time, but what's important is to make sure you understand every step of the process.

Don't be afraid to ask questions. Your realtor is well-equipped to offer advice on what's best for your property in your market.

### Home showing checklist

- **STAY OUT OF THE WAY:** Have your realtor show your home while you're away. If you are at home or have guests, make every effort to keep out of the buyers' way, and remember you're not there as host. Don't make excuses for the house and don't draw attention to its faults.
- **MINIMIZE DISTRACTIONS:** Turn off the television or radio to let the realtor and buyer talk without disturbance. Restrain pets or put them outside.
- **CLEAN UP:** Always try to keep your home constantly presentable while it's being listed. Clear and clean countertops, windows and appliances. And remember to look after the garden and exterior.
- **BRIGHT BEDROOMS:** Even if bedrooms aren't large, they'll look better if they are neat and orderly. Always check the bathrooms before the house is shown; clean bathrooms are a critical selling point.
- **STORAGE SPACE:** Closets, basements and attics can't be empty but they should look uncluttered. You're going to move anyway so begin to go through your belongings and box or discard anything you're not going to use.
- **KEEP THE AIR FRESH:** Nothing turns a prospective buyer off like stale cooking smells or other household odours. Keep fresh air circulating and use room deodorizer.

**RE/MAX** **Miltowne Realty Corp.**  
**Campbellville**  
Tor. Line: 858-1050  
Res.: 854-9833  
Pager 826-1030



**Anne Taylor**  
Associate Broker  
Town and Country

**HOT OFF THE PRESS! \$479,000.**  
Vendor wants to sell fast! 42 beautiful acres just minutes to Hwy 401 and Guelph Line. Superb spot for estate home or hobby farm among woods and rolling meadowlands.



**CAMPBELLVILLE MANOR HOUSE**  
**\$895,000**

A magnificent 'English Manor' estate home nestled on 5 acres of scenic escarpment land south of Campbellville. Five bedrooms plus nanny's quarters, extensive use of natural textures - a fine executive home within an hour of Toronto.

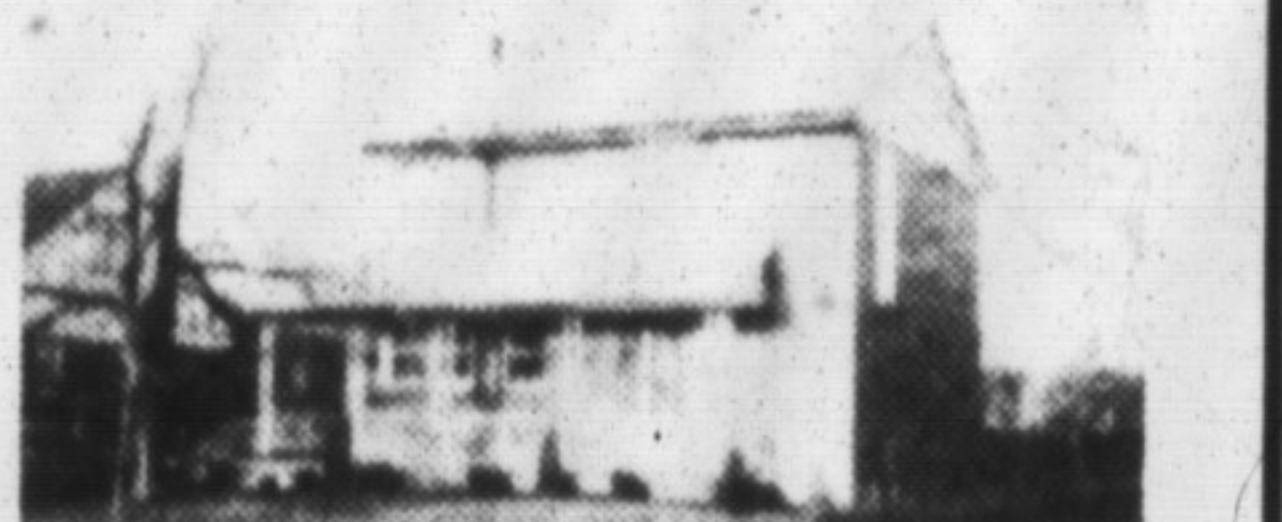
**38+ ACRES PUSLINCH \$650,000**

Magnificent property of great natural beauty designated 'rural' estate lot potential with easy access to Hwy 401. Rolling wooded slopes, three ponds, rustic bi-level home with eight walkouts, pool. Professional standard barn with foaling stalls, dressage ring, paddocks. For the serious horseman and/or investor.



**COMMERCIAL-CAMPBELLVILLE \$575,000**

Tremendous potential — 3 apartments, 3 store fronts, potential for more and plenty of parking central Main St. location with good income flow.



**15% DOWN - OLD MILTON**

Assume 1st mortgage at 11 3/4% and VTB second to qualified buyer. Your chance to get into the housing market - nice solid starter home.

**MUSKOKA SETTING IN KILBRIDE \$589,000**

Have your home and cottage in one package! Lovely 8+ acre property with good road frontage, two natural ponds, small barn. Stunning and unique professionally designed open plan home with 4 bedrooms, two storey living room with beamed cathedral ceiling, interesting nooks and crannies. If you like something out of the ordinary, take a look!



**COMMERCIAL-CAMPBELLVILLE \$299,000**

Get in on an investment property on the ground floor! Apartment plus five rentable retail spaces in central village business location.



**OAKVILLE FREEHOLD EXECUTIVE TOWNHOMES**

Under construction—soon to be completed. Walk to Glen Abbey Golf Course. Good access to Toronto via QEW. Range between \$255,000 and \$280,000.

**BUILDING LOT— ABERFOYLE \$129,900**

Scenic one acre with good stand of evergreens, small river runs through property good access to Hwy 401.

**LOVELY RENOVATION - SOUTH MILTON**  
Close to Mississauga, Milton and Oakville borders - City convenience in country setting. 4 bed, 2 bath, rec room with fireplace, ultra-modern decor. Asking \$319,000.

**17 YEARS AS A LEADER IN THE FIELD**

### You set the plan

## Marketing makes a difference

By **JAMIE JOHNSTON**

In previous columns, I talked about the need to get a marketing plan.

When the market has more buyers than properties for sale, then it is sometimes hard to convince sellers they need a proper marketing plan or program. In today's market that shouldn't be the case.

While the market is still active, there has to

### Think home air-conditioning, now

If you're thinking of central air conditioning for your home for next summer, it's not too early to go shopping and ask questions. It's best to consider these things:

**Size:** It's important to understand how the size of your system should be determined, so you don't get oversold or undersold. As a rule of thumb, your system should range in size from 1.5 tonnes for a house with less than 93 square metres to 3 tonnes for a house with 230-280 square metres.

**Dealer:** Now is a good time to start shopping dealers. A good dealer is just as important as good equipment. Regardless of what you pay, your system will not deliver full satisfaction if it is not expertly installed.

be a specific plan designed to market each property — that is to expose it to as many potential buyers as possible.

In a step by step process, a salesperson should first analyze the property with the view to determining who would be attracted to it for reasons such as location, size (e.g. number of bedrooms, entertaining area, etc.) and price.

The next step is to find out where these people might currently be living. And then, only at this stage, should salespeople discuss the marketing programs they would use to reach these people.

While setting out a marketing plan is one thing, getting the salesperson to carry it out is another. At this stage you are looking for action not promises.

To ensure a certain level of action or service, several real estate companies have introduced warranties — not warranties on the condition of the house itself (remember, the broker does not own the house; his/her job is to sell it on behalf of the owner) but on the level of service the broker will provide.

Now, that is something a broker has full control over. Furthermore, no broker should have any problem with making such a commitment, if he/she truly is sincere in wanting your business.