

Real estate entails more than just an ad in the paper

Are you thinking of selling your home? Is so, you'll need professional help to ensure that your home gets maximum exposure and is well-marketed. You'll want to enlist the services of a real estate practitioner to make sure you achieve your goal.

The listing is the beginning of a selling process that includes a well-thought-out and detailed marketing plan, accessibility to a wide range of potential buyers and commitment to professional service. It also means you'll receive friendly, helpful advice throughout the sale of your home.

Technically speaking, a listing is an authority granted by you to a real estate broker to act as your agent in offering your property for sale or lease — according to the terms and conditions set out in the listing contract.

When you list your home with a real estate brokerage, you're entering into a binding agreement with that firm, so it's important to choose a company and real estate salesperson you're satisfied with. To find the right firm and individual, try interviewing three realtors and ask them about the services they'll offer when they list your home.

What You Can Expect

Your realtor will conduct a thorough inspection of your property to help determine what your home's market value is. He or she will take accurate measurements along with a detailed description of the property.

You'll also be asked for documentation on taxes, surveys, title deed and mortgage information. As well, it's important for them to know if there are any limitations on the prop-

erty which might affect the value — such as a right-of-way.

The realtor will also ask you questions to get a better idea of your sales circumstances (whether you are pressed for time or not) and what your expectations are.

For instance, you may have no pressing need to sell your home and are willing to wait a year until the right offer comes in. On the other hand, if you're being transferred to another job posting, you'll have more time constraints. These are things your realtor should know, so that he/she can recommend a marketing approach that best suits your needs.

The real estate professional also needs to do a market value comparison to see what comparable homes in the area are selling for. You'll also decide how long the listing will be for and whether it will be put on the Multiple Listing Service (MLS).

Use of MLS gives your home maximum exposure in today's marketplace because it offers the realtor the opportunity to use the facilities and services of other realtors through a system operated by the local real estate board. Only realtors (members of the Ontario Real Estate Association and local real estate boards) have access to MLS.

Understanding Value & Price

Before listing your home, you should understand there is a difference between the market value of your property — and the price you ask for. Often, the two are not the same.

For instance, a realtor may estimate the

market value of your home to be \$180,000 — but if you're under pressure to sell in a hurry, he/she may advise you to list below \$180,000. On the other hand, if you're not pressed for time, your realtor may advise you to list it slightly above market value.

Teamwork

One of the most important steps in listing a property is for the realtor to develop a good working relationship with you. At this stage, you, the broker and salesperson are forming a team for the purpose of selling your home.

As an owner you'll be responsible for trying to assist in the marketing of your property where possible — without actually becoming physically involved in showings.

The realtor will tell you about preparing the house, arranging showings or open houses and tell you about what's involved in offer presentations.

Scouting for Buyers

Once the listing is complete, the realtor will check his/her contact lists and begin to pinpoint and pre-qualify potential purchasers for your home. This way, you avoid an endless parade of totally disinterested viewers through your house.

If an offer to purchase is procured while the

listing is in force, and you accept it, you then owe the real estate brokerage firm a commission for having used its services.

You should realize there is usually a hold-over clause in listing agreements. This means that even after the listing expires — if one of the purchasers introduced to the property through the marketing activities of the broker buys it within a specified time limit — a commission is owed to the brokerage.

For more information about the listing process, contact a realtor who specializes in your area.

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

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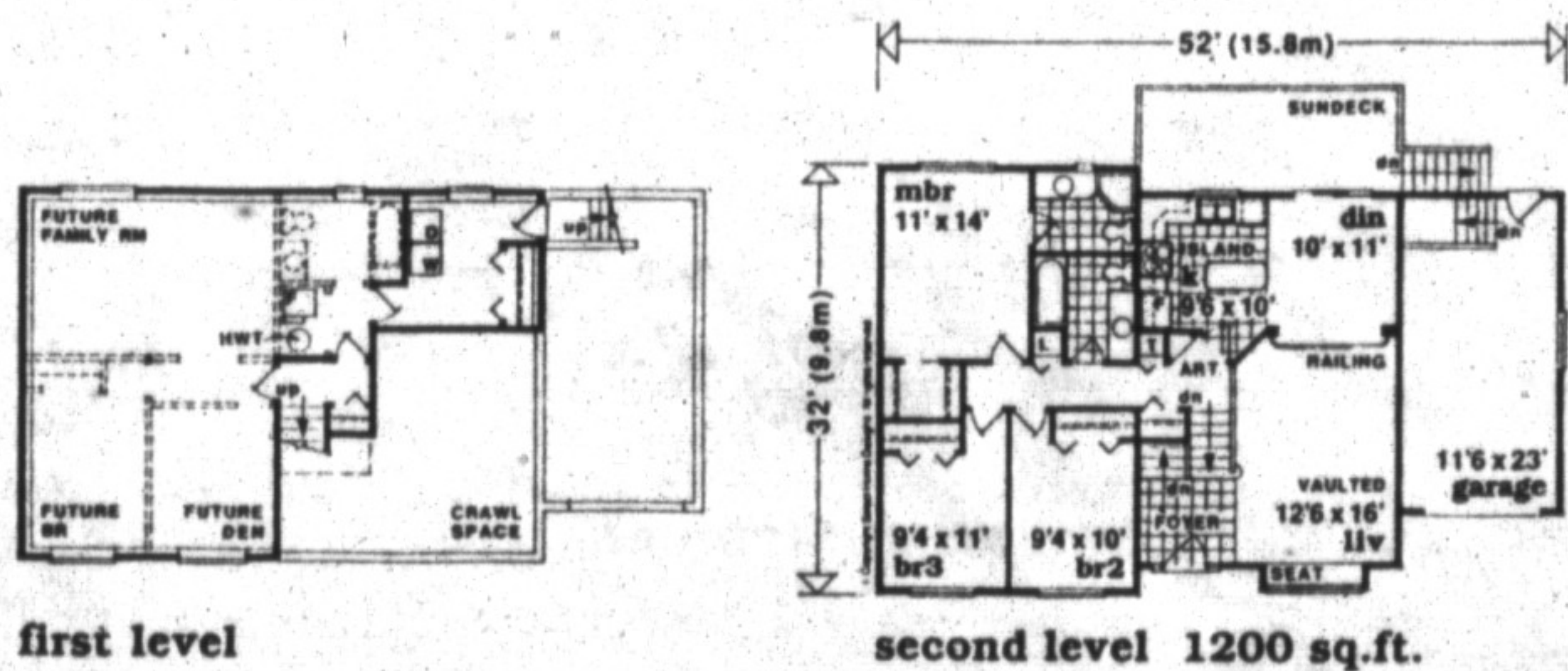
DESIGN for LIVING

Dining room overlooks vaulted living room

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- Well-planned three-bedroom home has room for future expansion.
- Foyer opens to living room with boxed window seat.
- Efficient kitchen layout features a convenient centre island.
- Sliding glass door from dining room opens to sundeck.
- Railing separates dining and living areas enhancing spaciousness throughout home.
- Master bedroom features walk-in closet and three-piece ensuite.
- Suggested unfinished lower level layout of 901 sq. ft. includes a family room, den, bedroom and three-piece bathroom.

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LIST PRICE \$248,900

Countrywide

Campbellville Realty Inc.
90 Main Street North, Campbellville
(905) 854-2294

Sylvia Bursey
Broker/Owner
854-1621

Florence Walter
Sales Rep
878-0231

Isabell Hoskins
Sales Rep
854-2131

<p>POWER OF SALE Campbellville estate home, with 4 large bdms., 4 baths, M.F. lam. rm. w cathedral ceiling & fireplace. Main fl. den, new oak kitchen, painted throughout. A must to see. Priced to sell at \$399,000. Call Sylvia or Florence.</p>	<p>SPACIOUS BUNGALOW Everything you need all on one floor! Lovely open concept design with main floor family room. Inviting 5-pc. master ensuite. Lower level is partially finished. Bring your own landscaping ideas! Call Florence or Sylvia.</p>	<p>NAGARA ESCARPMENT ESTATE View the Toronto skyline from this unique home on 10 beautiful acres. 3+ bdms., 3 baths, m.r., 2. lam. rm., den, lg. eat-in kit. Don't miss this opportunity to own a piece of nature's beauty. Asking only \$449,000. Call Sylvia or Florence.</p>
<p>A COUNTRY HIDEAWAY Bring the kids and bring the horses for fun and fresh air on this picturesque 14 acre estate. This country property is complete with lovely Victorian home, pond & 8-stall barn. South of Campbellville. Asking only \$310,000. Call Isabell Hoskins.</p>	<p>GREEN THUMB? Perfect 1 acre country lot for gardening enthusiasts. Yard has been extensively landscaped with gardens and IG pool. Relaxed family living in spacious 4 bdrm. house. Solarium with southern exposure offers a cozy year-round retreat. Asking \$299,000. Call Florence or Sylvia to view.</p>	<p>SUPERB VIEW 3.38 Acres on spectacular Niagara Escarpment. Spacious principal rooms surround the enchanting stream — an entertainer's delight! Landscaped grounds complete with IG pool and cabana. Asking \$699,000. Call Florence or Sylvia to view.</p>
<p>COUNTRY LIVING AT ITS BEST Executive family home on 1.10 acres in prestigious estate development, approx. 10 mins. from Cville. Has 4 large bdms., 2 full baths, huge formal rms. w/cathedral ceilings & brick F.P., fully fin. lower level w/F.P. & walkout to 20 x 44 heated IG pool. Extra garage. A must to view. Asking \$279,000. Call Sylvia or Florence.</p>	<p>CENTURY FARMHOUSE Beautifully restored. Original pine trim & floors. Large family kitchen with woodstove. On 90 acres of prime farm land. South of Carlisle. Frontage on 2 conc. roads. Must be sold — vendors retiring. Call Sylvia.</p>	<p>CARLISLE AREA</p> <ul style="list-style-type: none"> • 32.33 acres with over 2000 ft. frontage. Comes with large cold storage building. • 74.11 acres on the edge of town. Presently used for growing sod. <p>Call Sylvia for details. 854-2294</p>