If you've ever bought or sold a home, you're probably familiar with open houses and the role they can play in the sale or purchase of a home. Open houses are a marketing tool which can help give a home exposure, allowing several potential purchasers to view properties over the course of a day or two - usually on a weekend.

In addition to holding open houses for the public; real estate practitioners also conduct open houses for other real their listings with other practitioners who may have suitable. buyers who would be interested in these particular proper-

Hints for Vendors - It you're a vendor, your real estate professional will provide you with some helpful hints on how to make your property more marketable.

First of all, your property should be in top-notch condition to create a tayorable and lasting first impression with potential buyers. Keep your lawn trimmed and tidy. Also make the or she might have. sure that all trees, hedges and shrubs look neat - notunruly. Trim branches that block the view of your home or hide some of its best assets. Repair any unsightly cracks or . holes in your walkway or steps that could prove to be a safety hazard. And don't leave tools and toys strewn around the front or backyards. These detract from your home, making it look like an obstacle course. They could also prove to be hazardous if someone tripped over them.

\*If your trim or siding looks dirty, wash it using an appropriate cleaning solution. (Your hardware store can probably give you tips on what's best to use.) And if your paintwork is peeling or blistering, it's time for some cosmetic surgery." A little paint can go a long way to enhance the marketability. and curb appeal of your home, If you're unable to tackle the job yourself, hire a professional for best results.

Indoors - Indoors, open up curtains and blinds to let in as much natural light as possible. This helps show your home to its best advantage. And be sure to move any clutter out of sight and rearrange furniture that might impede traffic flow.

Rooms should also be thoroughly aired and as fresh as possible - particularly if you have pets or someone in your family is a smoker.

Vacate the Premises for the Day - Your realtor will recommend that you leave the premises during the open house to help make prospective buyers feel as comfortable and relaxed as possible. If you're in the house, purchasers are likely to be more intimidated and reluctant to give your home the thorough viewing it deserves.

You want people to fully appreciate all the attributes your home has to offer - and they

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may not feel like opening closets and cupboards or talking about decorating possibilities if you're in the house.

Make arrangements for you; your children and pets to have a day-long outing during the open house. (After all, you don't want Fido jumping on or barking at prospective buyers - and you certainly don't want purchasers to mistakenly let fluffy, your indoor cat, out the back door.)

Secure Valuables - Before you leave, put all personal estate professionals. This gives them a chance to promote property like jewelry, medications and fragile items well out of harm's way, in a safe, secure storage place. Don't leave any money lying around. To make sure everything is secure and ready to receive visitors, quickly inspect your home with your realtor just before you leave. Realtors know that it's important to control traffic in and out of open houses and - to have a register for all visitors to sign.

> If you have any particular concerns about the open house. don't be afraid to talk to your realtor to see what suggestions

> Tips for Buyers - On the flip side of the coin, if you're abuyer attending open houses, keep in mind that viewing an open house is a privilege

> Also keep in mind that the realtor on duty is acting as host. of the vendor's behalf. The salesperson should be treated with the same respect you would give the vendor.

When asked to identify yourself at an open house, you should sign the guest register. The vendor has the right to request that you sign the register, providing your name, address and telephone number.

It's also important to refrain from wandering through the house without the salesperson present. If the realter is busy, wait until he or she is able to show you around. After all, the real estate professional-will be able to point out the features of the home and answer any questions you, may have.

When attending open house, it's also important to clarify up front who you're working with - particularly if you've been viewing homes with another real estate professional.

NTED





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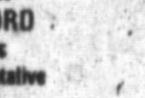




















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