

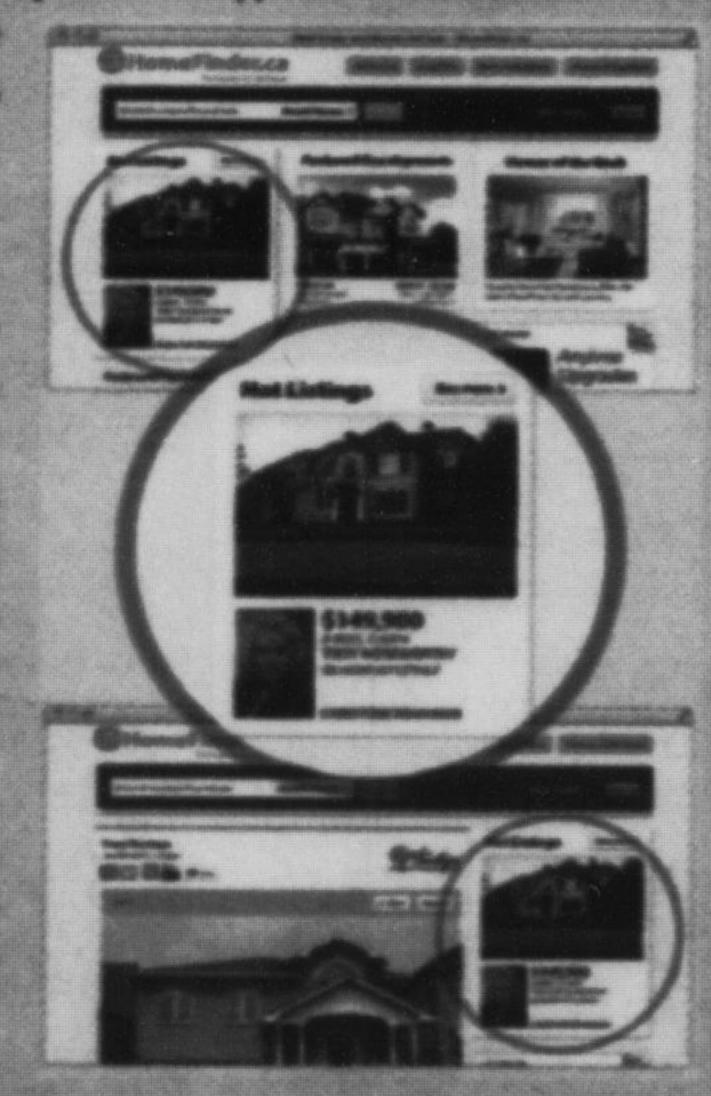


Our new **Hot Listings** product allows Realtors to extend the reach of their print ads to include online home buyers and sellers in their target market on **Homefinder.ca**, Canada's fastest growing real estate site. By signing up for the **Hot Listings** program, your ad will appear on **Homefinder.ca** 

in several high profile ad spots including the home page of **Homefinder.ca** and the top of the search results in the **'Hot Listing'** gallery.

## The Offer

- To provide more visibility and drive qualified home buyers and sellers to your business, we've created a new program that takes your real estate ads and extend their reach to include targeted, online home buyers and sellers. You can feel confident your listing will be viewed by affluent in-market buyers and sellers, and your dient can feel confident that you're marketing their home effectively.
- We put your ad at the top of the search results in the 'hot listings' gallery, on the home page, and in other strategic places on 'Homes-index.ca to get great visibility online with our audience of 350,000 monthly unique visitors.



905-878-2341 Ext. 252

## The Amy Flowers Team: Maximize Your Return When You Sell Your Home



In today's market, minor home improvements can substantially improve the value and marketability of your home, giving you an important edge over other homes on the market. Wellconsidered, well-placed investments of time and a little money can dramatically improve the sale price and increase the speed in which a home sells. And, the failure to make certain improvements may actually leave you at a distinct disadvantage as buyers compare your home with the competition.

There are many simple ways to maximize your return and get top dollar for your home. The first step is to plan. Careful planning on your part is a prerequisite to undertaking any home improvement project, major or minor.

Creating your to-do list, determining what is important and setting priorities should be done with your REALTOR®. An experienced REALTOR® can help you establish a game plan and provide crucial insight into each improvement's potential return on investment.

With some projects, you may not recoup your investment, but you will have removed impediments to a sale. If you don't take care of things like leaky plumbing, drafty windows or outdated light fixtures, you're giving buyers ammunition to use against you during negotiations.

And don't neglect the minor details - it's the little things that stand out. A lot can be

accomplished in relatively little time and without a lot of money but the difference in the impression your home makes on prospective buyers will be dramatic. Ironically, some of the big-budget items you might consider spending your money on will do little to enhance the marketability of your home.

Watch out for changes that you may find appealing but end up limiting your home's appeal to others.

Recognize the importance of "Curb Appeal". Many buyers form their first, and often strongest, opinions before they step out of the car. Buying a home is first and foremost an emotional commitment, especially for first-time home buyers. Take a good, hard look at the first impression your property makes. Flaking paint and an un-kept yard may portray a home that needs a lot of work. First impressions set the mood and leave a lasting impression even before the buyer enters your home. The state of exterior paint, landscaping, driveways, patios and decks should not be overlooked.

Inside the home, at minimum, all plumbing and electrical systems should be in good working order and any wall cracks or holes should be repaired.

Kitchens and bathrooms can make or break a sale. A fresh coat of neutral paint, new light fixtures, new flooring, re-facing cabinets, and new appliances can all go a long way.

Don't over-improve – any project that raises your home's value by more than 20% above similar homes in your neighbourhood should be reconsidered. And don't make unique improvements – anything that limits flexibility will limit interest in your home.

Whatever you do, the key lies in doing it well. If that means hiring a professional, do it. A poorly done job can do you more harm than good.

\*\*\*For more info, visit

www.AmyFlowersTeam.ca

or call 905-878-6232