

## **Increase the sale - ability of your home**

### **As a Seller...**

Your relationship with a REALTOR is vital — so choose a REALTOR you feel comfortable with; one who will handle the sale of your home as if it were their own.

### **Why use a Realtor?**

Selling your home is a major undertaking. A REALTOR can ease this sometimes risky, difficult and frustrating business. A real estate professional has the skills, experience, knowledge and tools to effectively market and SELL your home

### **Marketing Expertise**

- A Realtor is a trained professional with experience in marketing your home for **SALE**.
- Effective newspaper advertising targeting your prospective Buyers and reaching 1000's of households in Windsor and Essex County.
- Only a Realtor provides you with access to the MLS Service ([www.mls.ca](http://www.mls.ca)), which reaches Buyers across the country and the world. It is a fact that 80% of Buyers begin their search for a new home on the internet.
- Exposure to the public and other Real Estate Professionals will be organized through effectively managed open houses. A Broker Open House allows other Realtors the opportunity to view your home and assess its suitability to clients of their own. A Public Open House allows potential Buyers to view your home while a Real Estate Professional guides them through your property, gathering information for follow up, and providing a comfortable space where the Buyer can visualize ownership of the property.

### **Services**

- A Realtor will coach and guide you to establish a list price that will gain you the best possible **SALE** price in the least amount of time.
- A Realtor will provide you with 24 hour support and access to professional services, until the **SALE** of your property is completed.
- A Realtor communicates with Buyers to keep interest alive and has the tools to move the **SALE** process along.
- A Realtor will negotiate on your behalf, the best possible price for the **SALE** of your property.
- A Realtor has training, through Continuing Education, to deal with legal aspects of Real Estate and the preparation of documents for the **SALE** of your property.

### **Prepared Homes Sell Faster**

When you sell your home, you want to get the highest price possible. However, unless

you are willing to do a little work and maybe spend a little money, you may not get what you are asking. That's why REALTORS may give a home a little makeover before the house is listed.

When a house is for sale, the first impression is everything. Part of the expertise a REALTOR has is to make sure the buyers can see the house, not the people living in it.

Preparing your home for sale may also involve 'staging'. Sometimes it is as simple as rearranging pictures, while other times it can be as complicated as repainting a room in a warm colour.

Remember that your taste as the Seller may be different than that of the Buyer.

Ask your realtor what is required to make your home "sale ready". The basic thing to remember is that showing your home is different than living in it.