

## Keys to choosing the right Agent

No **ONE** agent is right for everyone.

**Interview several Real Estate Agents!  
In doing so, you can choose the one  
you not only trust, but also LIKE.**

*-Do they listen and are they open to suggestions from you?*

*-Do they explain the process along the way in easily understood terms?*

*-Do they answer your questions or avoid them?*

*-Do they follow through with what they say?*

*-Do you feel they really care about your best interest and not their own paycheck?*

*-Do they show up on time?*

*-Do they return your calls?*

*-If you're selling: Do they use multiple marketing tools in order to properly market your home?*

*-If you're buying: Are they showing you homes that meet your criteria?*



### The "FIRE ME!" Guarantee

No one likes to be locked into a business relationship with no escape clause. If we are not performing to your expectations or delivering on what we have promised, we offer an open ended contract which you may terminate at any time.

## Keys to Selling Your Home

### Start with the Exterior

Having a weed free yard, a neatly trimmed lawn, clean gutters, siding & brick and a freshly painted door show buyers you took good care of this home.



### Remove Excess Clutter and Furniture

Although your basket collection may have value to you, they are a distraction to potential buyers. Give careful consideration to renting a storage facility to de-clutter and de-personalize. If you are able to do so, stage your home to look like a model home or contact a friend or Realtor who will give you honest feedback.

### Thoroughly Clean the House

This is self explanatory, but so very, very important. Buyers have a harder time envisioning living in a currently dirty home.

### Amp up the lighting

Replace lower watt bulbs with brighter ones. Buyers always love well lit rooms.

### Painting the Interior

Every room may not need to be repainted, however it is well worth the time and money it will take to make a home feel fresh and clean.

### Freshening the Bathrooms

New shower curtains, new hardware on the faucets and cabinets go a long way on making a bathroom feel "remodeled".

### Price Your Home Right

Remember there is no dollar value on the memories you have made in this home. Get an expert opinion on the actual value of your home and a realistic selling price.



According to RESA "un-staged homes stayed on the market for an average of 166 days while staged homes sell in an average of 32 days"

## Keys to Buying a Home

**Get a Pre-Approval Letter** or at the very least, a Pre-Qualification letter from your lender. A potential buyer who already has a pre-approval letter from a lender stands a much better chance of having his purchase offer accepted than someone who is making their offer contingent upon obtaining financing.

### Don't Overlook a Home's Potential

It's important not to fall into the bad decorating, dingy walls and dirt-bare back yard equals bad-home trap. If you don't see past the hideous wallpaper, funky light fixtures and avocado green carpeting, you may miss out on a home with great potential.

### Know your Budget

Don't allow anyone to persuade you into buying more home than you can actually afford. You may love the home at first sight, but once it starts holding you back from enjoying life, it will quickly become an anchor.



### Be Realistic and Practical

Sure, you want to have a list of items you would like to see in your new home, but be aware that you are probably not going to find a home with everything on that list. Prioritize them and know ahead of time, what you are willing to live without.

### Enjoy the process

Have fun when you're looking for your new home. Start the hunt early so you will not feel rushed and pressured to buy a home you don't really "love".

**I used to avoid Real Estate Agents, then...**



**I became one!**



**Because I knew there was a better way**