

- 1) Make necessary changes and improvements:
 - a) Fresh, clean paint throughout
 - b) Well-manicured lawn and yard
 - c) Clean windows and window coverings
 - d) A well-organized garage
 - e) Roof and gutters in good condition
 - f) Replace all sealants: windows, tubs etc.
 - 2) Carefully research information regarding prices and terms of sales of local properties. In today's market we certainly cannot afford to make a mistake.
 - 3) Research which forms of marketing bring the best return. Avoid marketing in dead zones.
 - 4) Prepare a plan to reach those out of town buyers who account for a major portion of today's home purchases.
 - 5) Purchase an eye catching and weatherproof yard sign. Install it in the front yard.
 - 6) Purchase special "open house" signs and install them in high traffic areas every time you hold an open house. Be sure to adhere to all zoning bylaws in regard to sign installation.
 - 7) Prepare a professional "feature/benefit" fact sheet outlining specific features of your home.
 - 8) Be available at all times so you can walk through the property with perspective buyers to answer their questions.
 - 9) Be prepared to answer all questions in regard to local schools, parks, transportation, shopping, churches etc.
 - 10) Be prepared to negotiate with the buyer's as though you are an impartial third party. Remain calm and control your emotions.
 - 11) Obtain all forms necessary for the legal sale of real property:
 - a) Agreement of purchase and sale
 - b) Seller's disclosure form
 - c) Buyers cost sheet
 - 12) Determine the types of financing you are willing to consider:
 - a) Hi ratio "CMHC insured"
 - b) Conventional "25% or more down"
 - c) Seller take-back:
"Seller holds the mortgage"
 - 13) Determine the amount of deposit that you would consider sufficient.
 - 14) Plan a final walk through with the buyer prior to closing to resolve any disputes. Have a witness present.
 - 15) Make sure you are on the same page with your lawyer in regard to the terms and conditions of the sale of your home.
- Many people are very comfortable in the role of "For Sale by Owner". You may be one of those people. However, if the task of "For Sale by Owner" seems a bit much for you, we would like to offer you a FREE MARKET EVALUATION of your home.
- Please call today and put the power of _____ to work for you today

