



4 Critical things your home needs to sell for more!

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Arlen says get these reports too!

- 5 ways to save building**
- 3 best home efficiencies**
- How to negotiate a deal**
- 5 tops house problems**
- 3 biggest mistake selling**
- Avoid being homeless**
- Foreclosure / fixer upper**

What do you need to know now to sell?

GREAT QUESTION!

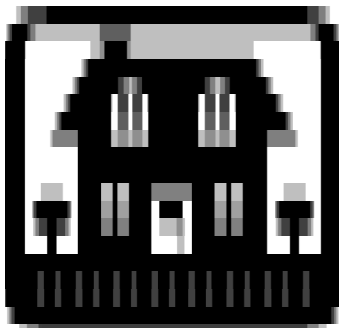
Selling a home is an exciting time for many people. The prospect of moving across town or across the country can be daunting and stressful too! Here's my top 4 considerations when I am selling a property for a client.

- 1) **EXPOSURE!** How is anyone going to know you want to sell your home if you don't tell anyone? Cover as many places as you can. Word your ads to generate enquiries so that you get an opportunity to take the next step. Keep it simple and fun and you will get good calls. Be readily available to work with people and stay focused!
- 2) **QUALIFICATION!** Determining if a Buyer is able to buy your home or is just window shopping is one of the most important steps not only to get your home sold but to stay secure. RCMP information shows letting just anyone into your home is a good way to have your valuables
- targeted or even your identity stolen. Make sure you know who you are dealing with!
- 3) **MARKET KNOWLEDGE!** How does your home compare to the one that sold down the street? Don't trust yourself here as your view of your own home is usually biased. Get some good independent advice here from someone that has expertise in this area. Sometimes Buyers don't put a lot of extra value on certain features of a home. Know your target market!
- 4) **CLEAN INSPECTION!** The vast majority of Buyers will have your home inspected by a professional inspector. It's important to know how those things he is looking for are going to be viewed by the inspector as the Buyer is going to take his advice to heart. Be ready to defend your position and know your facts! Again,

Arlen's expert opinion

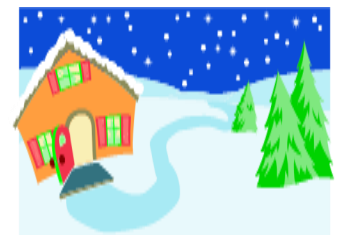
FREE

Call me anytime!
250-785-1234



Is it ready for Buyers?

Call ME! Arlen B for a complimentary Readiness evaluation of your property. I'll bring you a checklist for showings and give you a 15 minute run through of the main points to selling in FSJ! 785-1234 direct line



COMFY COZY IS THE KEY! DON'T OVER SELL IT!