

It's More Than Putting a Sign on Your Lawn

It's a bit of a science actually. You want to get the best price, but you can't be out of line with market conditions. What to do? Start by being as informed as you can and by choosing an experienced agent who knows your neighbourhood inside out.

Since 1913, Royal LePage has been helping Canadians sell their homes and guiding them through every step of the process. From showing you how to increase the appeal of your home and setting a price that will maximize your profitability to discussing offers and closing the sale. Let's start at the beginning.

Step 1: Deciding to Sell

Everyone has their own reason for selling their home. One thing, however, is universally true: the desire to get as much as you can for your home. There are a lot of ways you can add value that you might want to consider, such as:

Renovating

This can be something as simple as freshening up the walls with a coat of paint or updating your door knobs and lighting with more contemporary styles, all the way to major renovations like installing a new kitchen, bathroom or hardwood floors. Before you do anything though, it's probably wise to know how much value a renovation or remodel will actually add to your sale price and how much other comparable homes in your neighbourhood are selling for. That's where I come in, As a Royal LePage agent, I am a great source of information. I can give you an assessment on your home so you don't embark on expensive renovations before knowing

Enhancing Curb Appeal First impressions mean a lot. Which is why you want your home looking its very best when a potential buyer is standing at the bottom of your driveway or simply passing through the neighbourhood. So, make sure the lawn is cut and raked. If there are some dead patches of grass, overseed or sod. Trim bushes and trees, even add a few brightly coloured flowers. Touch up any peeling paint around exterior windows and doors, stain the fence or deck, clean up your garage or

shed and ensure that your home looks just as enticing at night by making sure it's well lit

Consider Getting a Home Inspection The last thing you

want is for the deal to fall through due to an unpleasant surprise. It's also highly likely that the buyer will ask for a home inspection anyway. So you may want to consider taking the initiative yourself. That way, if there are any major repairs that need doing now, it won't jeopardize the sale of your home or force you to lower the price later on

So, now you're all ready to put that For Sale sign on your front lawn. What's next?

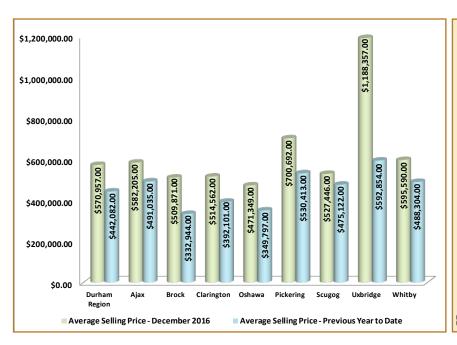
Step 2: Give me a Call

Now that you're ready to sell, the next thing

you should do is list your home with a real estate agent. Because the reality is, selling a home involves a great deal of research, paper work, effort and most importantly, trust. As your agent, I will provide a wealth of knowledge and breadth of services that will help you accomplish your goals.

At Royal LePage Frank Real Estate, we're committed to helping you and as your agent, I have a fiduciary duty to act in your best interests, to be completely transparent and accountable.

(continued)



Hmmmm . . .

One incandescent light bulb uses the same amount of power as roughly five LED light bulbs.

It's More Than Putting A Sign on Your Lawn (continued)

Step 3: Listing Your Home

Your home is about to make its big debut on the market. And there's more to it than sticking a sign on your lawn and doing an MLS[®] listing. Establishing a home's true worth can be tricky. I will be there to make sure your home is poised for success.

Set A Price

This isn't as easy as you might think. Price your property too high and buyers won't be motivated. Price it too low and you stand to lose thousands. By doing a complete property profile of your house, including current condition, location, surroundings, special features like a view from the property or high ceilings; a comparative market analysis that will show you what houses in your area have sold for in recent months, and a total market overview, I will take into consideration as many factors as possible to accurately assess the fair market value of your property so it sells fast while maximizing your profit.



Market Your Home

No matter how well your home is priced you will need a sound plan to attract buyers. Aside from listing your home on the Multiple Listing Service (MLS°), I will ensure that professional photos are taken of your property, create a "feature sheet" and/or video to make your home stand out from the pack. It will also

be marketed through social media channels, various websites and my own personal peer network. As a Royal LePage agent, I also have a national network of 17,000 REALTORS $^{\circ}$ on which to draw upon for contacts and referrals

So now you are fully prepared to list your home and take advantage of the high demand and low inventory status of the current market. Give me a call today and we can discuss your options and decide on the best approach to get your home sold.

Doesn't Everyone Love Telemarketers?

It's dinner time and you've just sat down to enjoy your meal. Just then, the phone rings. You make the decision to look at who is calling - perhaps it's someone to whom you have been wanting to talk.

I'm guessing that more often than not, you've been disappointed to discover it was a number that you didn't recognize. Nine times out of ten it was a telemarketer trying to sell you: duct cleaning, home improvements, a heating and air conditioning plan. Or perhaps it was a survey representative asking how frequently you use a particular service or product. The worst though were the scam callers saying they were from Microsoft. The list goes on . . . no matter who it was, it likely didn't enhance your day in any way.

Most people place receiving frequent telemarketing calls right up there with things like having a flat tire, needing to get a colonoscopy or eating spoiled food by accident. They're just not pleasant.

If you've worked with me before, you know that one of the things I don't do, is to call frequently, asking if you want to sell your home. Decades ago, I made the decision to leave my clients in peace after we'd completed our transaction. Of course I made follow-up calls after the purchase or sale, but only to make sure everything went well or is continuing to do so.

I respect your privacy as much as I do my own. If you want to discuss your real estate plans with me, it will be on your terms.

I hope you approve of my decision and will understand why I send newsletters and calendars instead of frequent calling. I'd like to be thought of as a source of information, not frustration

Wishing you all the best that 2017 has to offer – including fewer telemarketing calls!

Warmest Regards, David Roney

Celebrating 33 years as a **REALTOR**® in 2016

A Name Priends and Pamily Have Recommended Since 1983

David J. Roney, Sales Representative
Direct 905.261.0009 • Office 905.666.1333 • davidroney@royallepage.ca













Whitby

(1)

tured

eatured

0

eatured

(1)

eatured

Homes

One of Whitby's favourite, mature, upscale neighbourhoods! This mid-century modern classic is situated on a massive 85' x 130' lot and offers a tremendous opportunity for the renovator/builder. Four good sized bedrooms plus a den on the upper floor allows for many re-design possibilities. The living/dining room and kitchen sits at the rear of the house and features a walk-out to the patio and pool. Newly refinished hardwood floors through the middle and upper levels. A rare opportunity to own in this fabulous neighbourhood.



Whitby

After fifty-one years the current owners are going to sell their cherished family home to the right buyer, someone who appreciates it's charm and character. From the formal living and dining rooms with original trim and lovely hardwood floors, to the huge 66' x 135.95' lot, this home will excite the old home purist. Many practical updates have already been completed, yet there is still room for your design ideas. Fabulous privacy in the back garden that boasts a large deck and gazebo. Delightfully charming and beautifully maintained.



If you are considering a move, the time is now. The key is professional real estate experience. Give me a call today, let's consider your options in the current market.