



Experience the Essence of Service!

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Food for Thought

It is part of the discipline of humility that we must not spare our hand where it can perform a service and that we do not assume that our schedule is our own to manage, but allow it to be arranged by God.

- Dietrich Bonhoeffer

REAL ESTATE SMARTS

Million Dollar Question: *“How should I prepare my home so it will fetch top dollars in the market?”*

Among the many factors, the condition of the Home is a very important factor that determines how much one's home will sell for in the market. One's home is not only a place that provides shelter, comfort, enjoyment, support for one's life style, but also is an asset that provides most people the lion's share of one's wealth. Therefore, while caring for one's home one should not just see the amount spent on maintenance as an expense but rather as an investment that will not only add to one's comfort now but also pay dividends later. It is always wise to consider how a proposed renovation will translate into enhanced market value of one's home. When a home has been well maintained during the period of its ownership, it enhances the level of trust in prospective buyers that are then willing to pay a higher price for the home. Also, one does not have to scramble to take care of the deferred maintenance items in the home when the time comes to sell the home. However, there are always actions that will help in making the home more presentable to prospective buyers.

Enhancing Curb Appeal and Eliminating the Negatives

The approach that I recommend is to start with the general and progressively attend to the more specific items of the home. This reflects the process a typical buyer follows when deciding to buy a particular home. The first thing that a buyer gets to see is the exterior picture of the home and many buyers like to drive by a home even before they decide to view the interior. Although the saying goes *“Do not judge a book by its cover,”* yet the reality is that a typical buyer sub-consciously forms an opinion regarding the whole house based on the exterior condition of the home. So, look at the home standing on the curb side and make sure items like peeling or fading paint, old screen door, rusting mail box, untrimmed front lawn and similar items are taken care of. As for inside the home, the biggest challenge most home owners have is to *“unclutter”* the space to enable the prospective buyers to experience the spaciousness of the home and to, without distractions, picture themselves living in it as their new home.

Enhancing the Positives

Having lived in the home, there will be physical aspects of the home that the homeowner found appealing and valuable. It is important to identify these aspects, be it the spaciousness of the master bedroom, abundance of the kitchen cabinets or the openness of the floor plan, and highlight these in the presentation.

A very important part of my services is to advise my clients, who wish to sell their home, how they should prepare their home for the market most effectively and economically.

ESSENCE OF SERVICE REALTY

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