



Experience the Essence of Service!

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Food for Thought

Growth for the sake of growth is the ideology of the cancer cell.

- Edward Abbey

REAL ESTATE SMARTS

Million Dollar Question: *“How do I CAPITALIZE on the SELLER’S MARKET when selling my home?”*

In 2005 the demand for homes is continuing to outstrip the supply in certain areas. Therefore, sellers need to pursue the right approach to get TOP DOLLARS for their homes.

1. PRICING:

Until a few years ago it was usual to list the home 2% to 5% above the market value to allow room for negotiation. However, in today’s market it is more advantageous for Sellers to list the home at the market value rather than above it. The price being more attractive to Buyers, increases the likelihood of receiving multiple offers.

2. SHOWINGS:

For maximum exposure, the showings should start 1 to 2 days after listing the home on the MLS. This gives buyers the time to consider the location and the exterior of the home before deciding to view the inside. This enhances the comfort level of the buyer and increases the chance that the buyer will write an offer.

3. OPEN HOUSE:

In areas where there is an acute shortage of properties, it is best not to start showings with an open house. The open house may result in overcrowding of the home with serious buyers not getting the opportunity to view the home carefully and without interruption. However, in areas where there is a sufficient supply of homes it may be to the seller’s advantage to start the showings with an open house.

4. OFFERS:

It is appropriate to give buyers enough time to satisfy themselves regarding the home and have it inspected or get other family members to view it. Therefore, the seller should deal with the offers 1 to 2 days after the start of showings.

ESSENCE OF SERVICE REALTY

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