

Why should I list with you?

Realtors are always happy to review their services with prospective sellers. Although it is best to discuss these one-on-one, the following will prepare you for an initial interview.

Visit your home and take notes on the size, condition, and neighbourhood.

Together, we will establish a price for your home in relation to the comparative neighbourhood home values (based, in part, on the sale prices of these properties). Also, price considerations are determined by the flow of buyers through the marketplace and the pressures of current financing.

Prepare and discuss a marketing plan for your home. Since every home has its own unique characteristics, talking with you and finding out what first attracted you to the home is often what will again sell it. All plans will evolve as the marketing process begins.

Coordinate the efforts of all those involved in the sale; you, lawyers, lenders, insurers, building inspectors, surveyors and movers.

Thoroughly explain the sale process. In any profession, there is industry jargon that sometimes appears to be meant to confuse, not simplify. When an offer is brought in, we will sit down and discuss it completely. By this I mean, what are all your options? How will negotiation techniques affect the outcome? Have your objectives changed since we first discussed our marketing strategy?

Jamie M. Edwards, B.A., FRI, CRB, CRS is the Broker of Record for J.M. Edwards Associates Inc. and Past President of the Realtors Association of Hamilton-Burlington, Burlington Chamber of Commerce, and the Ontario Real Estate Association.

You
were Asking



Jamie Edwards

E-mail your questions to
jamie@jmedwards.com
905-631-6363