## Observer & Eccentric Community

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### TO PLACE AN AD

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Rochester/Rochester Hills	(248) 852-3222
Fax Your Ad.,	(313) 953-2232

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Monday-Friday 8:30 am-5 pm AFTER HOURS: Use Our 24-Hour Voice Mell System (313) 591-0900



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SUKDAY REAL ESTATE: 8:00 P.M. TRURSDAY
SUKDAY ISSUE: 8:00 P.M. FRIDAY
THURSDAY ISSUE: 8:00 P.M. TUESDAY HDAY ISSUE: URSDAY ISSUE:

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## Thomas Ervin Let's Talk About Real Estate

## "TAKING YOUR REALTOR'S ADVICE"

It is not unusual for people to hire a professional and then not take the professional's advice. We are all guilty of that. It can become very costly, however, when we ignore the advice of our real estate agent. Here are some examples:

#### OVERPRICING

When a potential seller invites a Realtor out to discuss the sale of his or her home, the Realtor is expected to offer an opinion of value. This opinion of value is not arrived at in a careless fashion. It is the result of a careful analysis of actual market facts. These market facts include information retarding present listings and past sales. Many sellers are interested in these facts, but often ignore them when setting the asking price. This decision usually results in a lower eventual sales price because the hour becomes 'market weary after a protracted period on the market.

#### THE FIRST OFFER

Another example involves an offer that comes in only a few days after put the house on the market. Many sellers react days after put the house on the market. Many sellers react by ignoring the offer if it is not for the full asking price by using the reasoning that there will be other offers soon to follow. Realtors know, however, that the first offer is usually the best one that ever comes along. Ironically, this is true because the first offer is made by someone who has been wanting to move into this particular area for some time and has been waiting for 'the right' house to come on the market.

#### THE HOUSE NEEDS REDECORATING

Sellers are often reluctant to spend money on this house when preparing it for sale. As understandable as this is, it can be a costly mistake. Clean, sharp houses sell sooner and for more money than those that look tired.

ADVICE: Take your Realtor's advice. They know how to sell your home for top dollar.

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003 BERKLEY - ST. JOHN WOODS DPEN SUN 12-4cm 3.05 KENMORE 3.05 BERKEY HULS: DPEN SUN 25-1471 LOH HOSOW. II. GEORGIONE 2137 agf. colonal, 4 / 2.9, News Michan wildo Zero, Lydaded bith, Moray, \$315.000 [248] 646-7815

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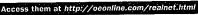
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