

Little Things Are Big In Home

It's the little things of life that count -- particularly when you are selling a home.

This is true, especially if you are selling an older home, or one that has been "lived in" intensively. When mortgage money is spread thin, when it is a buyer's market, then the little things that need repair, or that need cleaning or painting, can cost the seller hundreds of dollars, perhaps thousands.

The National Association of Real Estate Boards, which has made studies of sales obstacles in real estate, has come up with a number of "do's" and "don'ts" for families selling homes.

SOMETIMES A SINGLE screw, costing a penny, can stop the sale of a home. When a Realtor takes a pro-

spective buyer to a home and the front door rattles around in the prospect's hand, he might well reject the home. One screw might have repaired the loose knob.

If a door is stuck, or is difficult to open, a prospect is likely to have a similar negative reaction. Minor sanding or planning, or the replacement of a hinge screw, can fix a reluctant door.

Perhaps the salesman flips a light switch, meaning to dramatize a handsome living room. Nothing happens. Yet a new switch costs less than a dollar.

A dirty oven has a lot of meaning for the average woman prospect. She might gauge the entire home on the basis of a dirty oven, and grease stains on the wall back of the stove. A cleaning job or a coat of paint corrects such conditions.

One of the major obstacles to sales is a lack of elementary good house-keeping, the NAREB found. Accumulated dirt or "wall-to-wall dirty clothes" often turn a prospect away from a home in disgust, even though he may give the Realtor another reason for spurning it.

Loud music blasting through a home while it is being shown can be a distracting element that rings up a "no sale."

AN OCCASIONAL DETERRENT to a sale, the NAREB found, is the homeowner who insists on doing the selling. The wise salesman often is silent during part of a showing, having discovered by experience that this often is the best course. Some anxious owners, trying to fill what they consider a serious gap, then proceed to over-sell.

Realtor's Code Helps Buyers

The preamble in the Code of Ethics of the Realtor says "under all is the land." Upon its wise utilization and widely allocated ownership depends the survival and growth of free institutions and of our civilization.

The Realtor is the instrumentality through which the land reaches its highest and best use and through which the citizenry derives the greatest benefit.

And how interesting, appealing and challenging is this business of handling the world's most basic commodity!

EVER STOP to realize what a thrill, what a sense of pride and pleasure is derived from placing a nice American family in a home all its own -- a sanctuary into which no one may enter without invitation from the owner or with a duly executed warrant issued by a competent court for cause?

How utterly impossible to even estimate the value of such a place -- the

home! Why, society itself revolves around the home and well do we know that the strength of society is dependent upon the calibre of the home.

To the father it is a haven of protection and rest; to the mother a source of pride and joy; to the child, SECURITY. It is a "spot elect" for the entire family after a trip or vacation -- a delightful place in which to entertain the finest of VIPs, our guest.

OUR COUNTRY IS over 60% home-owned, and we are certain our stature, our strength and our hope for survival as a nation is greatly dependent thereon.

How true that a piece of real estate, properly selected, can return you more than a life-time of work! How true that real estate, properly selected, is the best possible investment; that it is the base of many a fortune and can be the base of yours.

MERRIMAN



147 Plymouth Rd., Plymouth

GL 3-3636



Wm. Fehlig
REAL ESTATE
906 S. Main



**Serving Progressive
Plymouth
For Over 20 Years**

MEMBER
National Association of Realtors

906 S. MAIN | 453-7800
DOWNTOWN PLYMOUTH

J. L. Hudson
Real Estate



HOME IS ...

1.
The place where a person (or family) lives; one's dwelling place. (a) house (b) apartment.

2.
A place thought of as home; specifically, (a) a place where one likes to be; place thought of as the center of one's affections; restful or congenial place.

3.
The members of the family household.



479 S. Main
Plymouth

CALL GL 3-2210



**Sign
of
Service**



TOM NOTEBAERT



HAROLD FISCHER

• WHEN YOU WANT TO BUY, CALL 453-7733
• WHEN YOU WANT TO SELL, CALL 453-7733

TOM NOTEBAERT
REAL ESTATE

DOWNTOWN
498 S. MAIN - PLYMOUTH - 453-7733