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TOWNS PILLAR

Real Estate, Inc.

804 E. GRAND RIVER  
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HOWELL

Ph. (1-517) 546-0566



GATHERED AROUND Livonia Mayor Edward McNamara as he holds proclamation declaring May 23-29 as Realtor Week are members and officers of the Western Wayne-Oakland County Board of Realtors. Pictured, left to right, are

Realtors: William W. Bowman, Secretary; Ray Pope; Daniel R. Williamson, President; Weldon Clark, Charles W. Allen, Jr.; Ed Pringlemeir; John H. Hussey, Vice-President; Jerry Rozema, Treasurer; and William Martin.

## disadvantages of doing it yourself

Selling a house is no job for the average home owner. Not only is it time-consuming, but it takes effort, and the do-it-yourself pitfalls are plentiful.

Some people think all they have to do is put up a "For Sale By Owner" sign and wait for prospects. Or put an ad in the paper and wait for the telephone to ring.

This can lead to two things. Unescorted strangers tramping through your

home at all times of day and night, or your having to answer the telephone at all hours.

And that's just the beginning. How do you know how much to ask for your home? Will you price it above its fair market value? A house that sits for months because of overpricing seems to sit forever. Buyers begin to wonder what's wrong with it.

What about your terms

for selling your house? How much money do you want as a down payment? If you have a mortgage and it's small, are you prepared to finance part of the purchase? Can you help the prospect find mortgage money? How will you know if your prospect is financially reliable?

Is your property ready for sale? Do you know how to spruce it up to make the sale faster? Do you know what improvements to make so you won't lose money?

As you can see, selling a house is not simple. It's a job for an expert.

## BUYING or SELLING?



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