

HINTS FOR HOMEOWNERS

Tips For Successful Selling

(NAPSA)—Owning a home is the biggest investment most Americans will ever make; successfully selling that home may be much easier if you follow a few tips from the experts on selling your house and getting the best value for it:

- Take care of basic repairs before showing your home. Some people have a home inspector tour the house as if he or she were buying it and tell them what might discourage a sale.

- Don't forget the simple fixes. Look at your home from the point of view of a stranger. Is it messy? Does it smell like cat? Is there junk in the yard?

All these faults can easily be remedied so your home is more attractive to a prospective buyer.

- Do what you can to make your home stand out in a good way, whether that's painting your front door a bright, welcoming color or displaying fresh flowers in your living room.

- If your home is listed online, make sure the photograph does it justice.

- To make a quick sale, be sure to price your home at fair market value. Trying to get more than it's worth could end up costing you money by delaying the sale.

You may be able to learn a lot of ideas about sales success from successful salespeople.

Fortunately, many tips on how to sell just about anything can be found in a fascinating book titled "Masters of Sales: Secrets From Top Sales Professionals That Will



You may have an easier time of it when it comes to selling your home if you heed a few hints from sales pros.

Transform You Into A World Class Salesperson" (Entrepreneur Press). It's the latest in the Masters of Sales series.

In the book, sales experts from a variety of industries share personal experiences on topics from finding prospects to keeping the pipeline of referrals flowing to the all-important close.

Additional chapters feature tips from more than 50 sales specialists, including Harvey Mackay, Zig Ziglar, Martha Stewart, Jack Canfield, Tony Robbins and Jay Conrad Levinson.

Each chapter examines a different aspect of the sales process and many of the contributing features include "how-to" sections that transcend industry or area.

The book is available at most bookstores and online at www.Mastersbooks.com.