



HOUSE HUNTING HINTS

How To Make The Most When Selling Your Home

(NAPSA)—Many do-it-yourself projects can help homeowners save money, but selling your own home may not be one of them.

Answering a few questions may help you decide if you want to sell your own home.

1. Can you assign your home a market value, meaning the price that accurately reflects what a buyer will pay?

2. If your listing price is not in line with comparable properties and market trends, are you prepared to let your home linger on the market?

3. If your For Sale by Owner sign attracts a bargain hunter, as many do, are you prepared to lower your asking price?

4. Are you prepared to show your home to everyone who is interested?

If you don't want to wait, don't have the time to show your home and are not flexible about your asking price, you may want to consult a real estate professional.

A recent survey by the National Association of Realtors showed that 80 percent of home sellers in 1999 chose a real estate professional to sell their home—a percentage that has remained fairly constant over the years.

According to Gee Dunsten, CRS, president of the Council of Residential Specialists, there are several advantages to using an agent and more benefits to using a certified agent.

First, real estate professionals can walk you through the process of selling your home. Then they can price your home accurately by doing a market analysis, advertise your home for maximum visibility, hold an open house, and suggest ways to make your home more attractive to potential buyers.

They can also help you explore



Property value may be difficult to determine and do-it-yourself sellers may not get what their home is worth.

alternative financing methods that may help cement a sale. They act as a third-party negotiator between you and the buyer to negotiate the best price and terms, plus they screen prospects so you don't have to open your door to strangers.

When choosing a real estate agent, either to help you sell or buy a home, it's important to know that not all agents are certified by the Council of Residential Specialists. The CRS designation that's conferred by the Council stands for Certified Residential Specialist. It is the industry's highest professional designation, signifying a proven track record of handling residential real estate transactions, plus advanced professional training and education in related areas such as finance, technology and marketing. For more information, visit www.crs.com.