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- **LondonProperties.com**

- Info online for any home offered by any Broker

- **www.TIORE.com**

- Online Real Estate courses, licensing, and training

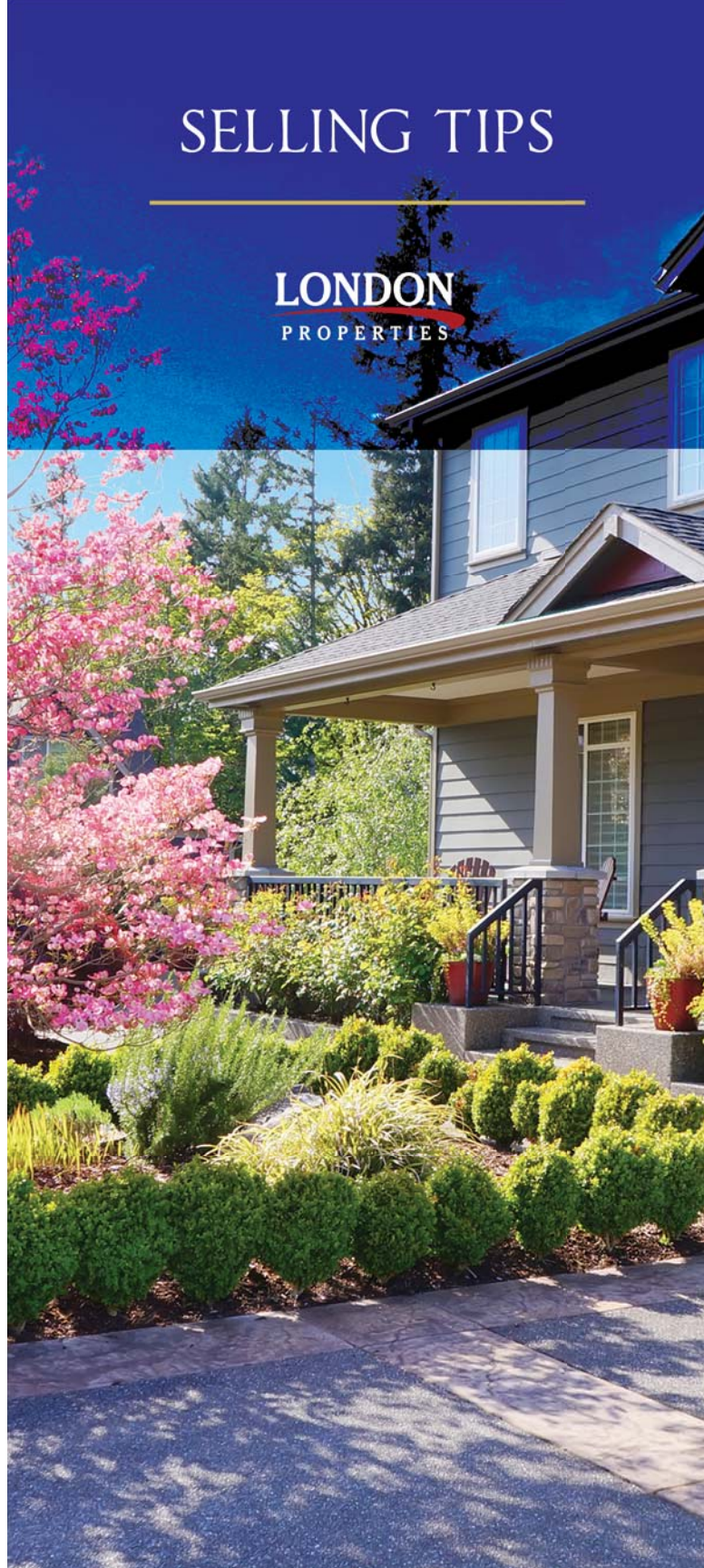
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SELLING TIPS

LONDON
PROPERTIES



GET READY!

Get out the paint brush. Paint the front door, new paint adds the most value for dollar invested.

Stay with neutral colors.

Fix leaky faucets. Dripping water may be due only to a worn washer.

Repair all appliances.

Repair or replace faulty tile, shabby linoleum.

Make sure doorbell and front light are working.

Groom the lawn, clean yard free of debris.

Look at your home from across the street and try to see it through the eyes of the buyer.

Everyone is attracted by neatness and cleanliness.

Scrub smudges around the doors, stains around windows, cobwebs.

Fix warped doors, sticking drawers, loose knobs, and cracks.

Sinks, counters, bathtubs and floors should shine.

Make sure dishwasher, disposal and appliances are in good working order. No leaks.

Check ceramic tile for cracks or chips, replace and regrout as needed.

If screens or screen doors have holes, replace or remove them.

Make sure closets, shelves and cupboards are neat, this ensures your home has plenty of storage space.

Make sure *all* lights are on. A

well lighted home looks more spacious.

Take as much as possible to storage and empty closets. Clutter discourages buyers.

Remove excess furniture. Arrange rooms to appear more spacious.

*Now is the time for
a Garage Sale!*

*Your London
Properties
agent*

*can
provide
informative
ideas and
attractive garage
sale signs!*

Price property realistically, based on actual sales, not asking prices.

Overpricing your home can cause it to sit on the market and become shop worn. Once it's "shop worn" it becomes harder to sell at any price.

*The answer
to proper
pricing is a
free market analysis
provided by your
London Properties,
Ltd. professional!*

YOUR BROKER

Every house has one or two

salient features, tell us.

Preparing your home for sale, pricing it and hanging a sign are just the beginning.

Marketing your home requires a number of professional skills.

It calls for maximum exposure.

This involves knowing how to advertise, as well as placement on the local Multiple Listing Service.

*At London
Properties,
we often
find buyers
through
our*

*national relocation
service, as well
as our in-house
marketing department
through direct mail,
TV, billboards,
classified ads and
referral sources.*

SHOWING YOUR

HOME

Be sure that beds are made.
 Keep toys and obstacles out of the way.

Kitchen sink should be clean and free of dishes.

Keep television and radio turned off. It can distract the buyer who is trying to decide to buy.

Keep pets leashed or walk them away from your home.

If possible, have your older children elsewhere.

Leave all your lights on. It gives immediate impression of friendly, glowing

warmth.

Open drapes for airiness.

Have something sweet in oven and, when appropriate, a fire in the fireplace.

Keep your home at a comfortable 78° in the summer, 68° in the winter.

Make the buyer comfortable, don't say anything. Let the broker do the talking, he knows best.

WHEN THE PROSPECT CALLS ALONE

Don't allow strangers in. Refer him to your broker.

One of the most important services a broker provides is screening and qualifying your prospects.

If a prospect asks the price, give him the figure at which the home is listed. Don't suggest that you might take less.

