

THE TOP 10 MISTAKES Smart People Make When Buying or Selling a Home

HOME BUYERS:

Mistake #1: Not knowing how much they can afford before they make an offer.

The easiest way to avoid this mistake is to get pre-approved for a mortgage by a lender so you know in advance exactly how much you can afford. This is easy to do and we can help, we know the best people around.

Mistake #2: Not realizing in advance who the Real Estate Agent represents.

Most people think that the agent they are working with is working for them. But unless they are working as your buyer representative, they represent the seller. We'll show you the difference.

Mistake #3: Not discovering hidden defects before they buy a home.

One of the most expensive mistakes is also one of the easiest to avoid, by having a professional pre-purchase home inspection. We'll refer you to experts in this field.

Mistake #4: Not determining the features they require in the home before they start shopping.

This is an easy thing to do, determine what your present and future requirements are. Meet with us and make a list of what you desire, location, size & style of home, bedrooms, bathrooms, other finished areas etc. That way we both know what you need and we then can find that *Dream Home* for you.

Mistake #5: Not knowing how much their credit can affect their ability to buy or refinance a home.

Before you buy a home, many clouds on your credit history (if any) can be cleared up or even eliminated. We can get you in touch with mortgage consultants that will help prepare your credit file in advance so that you are not disappointed.

HOME SELLERS:

Mistake #6: Basing their asking price on needs or emotions rather than on market value.

Many times, people make their pricing decisions based on how much they paid or invested into their home. This can be an expensive mistake. Overpriced homes take longer to sell and eventually net the seller less money. Consult with us and we can assist you in pricing your home correctly from the beginning.

Mistake #7: Failing to "Show-Case" their home.

First impressions are the most important. Experience shows that every \$100 in repairs that your home needs, a buyer will deduct \$300-\$500 from their offer. Thoroughly clean and prepare your home before you put it on the market, that is if you want top dollar. Not sure what needs to be done, ask and we will advise you so that you can get top dollar.

Mistake #8: Signing a listing contract with no way out, or no written guarantees.

Most traditional real estate agents want you to sign a listing contract with no way out. When you list your home with us, you can cancel your listing at anytime, no questions asked. Many agents give you verbal guarantees, we don't, **OUR GUARANTEES ARE IN WRITING**, there are no misunderstandings. This gives you a better piece of mind.

Mistake #9: Choosing the wrong agent or choosing them for the wrong reasons.

Many homeowners list their home with the agent who tells them the highest price or guarantees them many things without putting it in writing. You need to choose an agent that is full-time, that takes selling your home seriously. You need to choose the agent with the best marketing plan and track record to sell your home, we have it.

Mistake #10: Not knowing all of their legal rights and obligations.

Real estate law is complex. The contract that you will sign when selling your home is legally binding. Small items that are neglected in a contract can wind up costing you thousands of dollars. You need to consult a knowledgeable, professional who understands the in's and out's of a real estate transaction.



"PROVEN PERFORMANCE IN ANY MARKET"



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