



“Against the Odds”

Selling Your Own Home

So, you're trying to sell your own home. You are pretty sure you priced it properly and you put out your sign. You even placed an ad on the Internet and in a local paper. You did do that right?

Isn't that what selling my home is all about?

Market exposure is the key to successfully selling your home. As your REALTOR, maximum exposure is my goal. This business is about numbers; the more exposure there is, the more likely a buyer can be found quickly. To help find a buyer for your home, I can market your home to other REALTORS *and* the general public, locally, nationally, and internationally.

Who am I targeting?

By posting your sign out there for us to see, you are targeting REALTORS. Serious buyers will usually get a REALTOR to help them find their home and guide them through the process, because they know the value of dealing with a REALTOR.

So why hasn't my home sold yet? Am I actually saving money?

For the answer to these and other home selling questions you may have, please feel free to call me, or send me an email. We can set up a time to go over a few facts that will explain how we can get your home sold.



A REALTOR is a licensed real estate professional who is a member of a local real estate board, The Canadian Real Estate Association (CREA) and a provincial association.

A REALTOR has successfully completed an intensive course of study and has skills, knowledge and experience in real estate transactions. They must adhere to provincial law and abide by a REALTOR Code of Ethics, ensuring a high level of service, honesty and integrity.

Selling a home is a big business transaction. That's why it's so important to select an experienced team of experts and professionals including a REALTOR you can trust. If you're selling, talk to a REALTOR for sound advice on when to sell your home in the least amount of time for the best possible price.



Invests more money toward marketing than any other real estate organization in the world. This investment is driven by the understanding that maximum exposure to the right market, the people who want to buy your home, is the key to an efficient sales process.



If you are selling a property, listing with a REALTOR who uses the MLS® service means your property gets maximum marketing exposure to all other members of the local Board. You'll have REALTORS everywhere trying to find a buyer for your property. It is the MLS® computer system that will provide other members of the real estate Board with detailed information about your property.

Your REALTOR,

Doug Pritchard (sales representative)

"It's your move"

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