

If your home is priced correctly, the more potential buyers that know your home is for sale, the greater your chances of selling it within your budgeted time frame. So, don't be afraid to invest a little of the real estate commission money you may be saving into advertising. Below you will find a partial list of items readers of newspaper ads want to know. They are listed in priority order. This list is based on information provided by the *Observer & Eccentric Newspapers*. We feel the items with an asterisk (*) should always be included in your ad and the balance should be included on the *Information Sheet* you make available to potential buyers.

1. **Location*** (city, area of town and address).
You want people to be able to drive by.
2. **Price*** is very important. You do not want to spend sales time with people who can not afford your home.
3. Number of **Bedrooms***.
4. **Condition** of home and lot.
5. **Convenience** to shopping areas, schools, churches, etc.)
6. **Construction & Style*** of your home (Brick, Aluminum, Wood etc.) (Ranch, split level, story and 1/2, colonial, tudor, etc.)
7. **Age** of Home
8. Is there a **Fireplace** and where is it located?
9. Type of **Heating and Cooling**.
10. Facts on the **Kitchen**. Is it new and what appliances are in it.
11. **Lower Level** and game or recreation room?
12. **Garage** size.
13. Number and size of closets Where are they?
14. The **Lot Size** and Zoning information.
15. Number of **Bathrooms***.
16. **When*** you will be holding an Open House (date and time).
17. Your **Telephone Number**.
18. **What** makes your home special? (from your *Property Information Worksheet*)
19. **Built-ins** such as appliances, bookcases or anything else.
20. **Patio**, deck and other outdoor facilities.

It is highly recommended that you hold an Open House on a non-holiday weekend. Place your ad at least one week in advance in the Open House section of the paper. Run the ad as often as possible before and including the days of the Open House.

By placing the ad well in advance of the Open House, you are giving people an opportunity to drive by your home, pick up one of your Information Sheets and decide whether or not they want to come through your home. Remember, your objective is to try to limit the traffic that comes through your home to informed, interested potential buyers only.

When you create your ad, think of what you would like to know if you were looking to buy a home like yours. Emphasize those items that you think are important with larger print. Below are some samples:

Royal Oak

Open House SAT/SUN 1 - 4
442 Glenwood Ave. East of
Woodward off 13 mile. 2-1/2
bath, 3 bedroom brick ranch
close to schools. Open floor
plan, family room, central air,
fireplace updated kitchen, and
much more. (248)555-1212

\$169,900

Downtown Royal Oak

Open House SAT/SUN 1 - 4
\$169,000. 3 bedrm, 2-1/2 bath,
Aluminum 2 story. Updated
Kitchen, new furnace, fenced
yard, fireplace, finished lower
level. Just two blocks South
of Main West of 4th., 442
Glenwood (248)555-1212.

Excellent Condition

