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Buying? Selling? Experience the Professional Difference

Buying or selling a house is much more than just plunking a sign outside and waiting for interest to materialize. While real estate transactions may look easy, there's more to them than meets the eye when you're looking for the best value for your investment. Our recommendation is to take a deep breath and call in the experts – starting with a phone call to our office.

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A Garden To Go!

Whether you have the tiniest of terraces or the biggest of backyards, you can exercise your green thumb by creating a container garden – a garden you can easily take with you the next time you move.

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Over And Out?

You've found a property that meets your needs and, ideally, at least a few of your wants. There's just one problem: it's overpriced. Now what?

Dollars and Sense

A buyer's opinion of a home is largely influenced by subliminal factors. Increase your odds of fetching top dollar for your property by appealing to buyers' senses: sight, sound, smell, taste.

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Keeping Your Cool

With the hottest days of the year about to arrive, you'll no doubt be putting your central air conditioning system to the test. What follows are a few common air conditioner failures and their fixes.

Terminology Tip: FSBO – FSBO (pronounced "fizzbo") stands for For Sale By Owner. The term refers to a property that is being sold directly by its owner, without the assistance of a real estate sales representative. Some homeowners opt to list their homes as FSBOs in order to avoid paying an agent's commission. However, it should be noted that FSBOs have a high failure rate, for a number of reasons ranging from overpricing to lack of proper marketing and representation.

HOMEMAKER OPTION

Featured Recipe: Replace article on page 4 with this issue's featured recipe.



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