

life@home



Century 21
MISSION-BISHOP REAL ESTATE

The CENTURY 21 Newsletter

06/02/2011

A Special Message:

Dear friends,

Summer is finally here! I am pleased to present you with the latest issue of **Life@Home**. Delivered to home buyers, sellers and owners on a monthly basis, this electronic newsletter is designed to give you the real estate information that is important to you. In each issue, you will find practical tips and articles related to buying, selling or owning a home, as well as the latest news on real estate trends. I hope that you enjoy this issue of Life@Home. If I can be of any assistance, please do not hesitate to contact me at **510-494-2120**.



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Sincerely,
Brad Hatton

How to sell your home in a buyer's market

In today's buyer's market it is crucial for sellers to make their home as appealing as possible. Here are ideas that may put your house above the competition in this market.

1. Don't forget the outdoors when it comes to staging. Remember, curb appeal goes a long way and creates a lasting first impression. Refresh your landscaping, entryways and even outdoor décor to maximize the space. The warmer seasons really let you showcase the outdoor potential of your home.
2. Be realistic and flexible. It is a buyer's market, so you may need to price your property aggressively. Weigh offers with an open mind and be willing to negotiate.
3. Get a pre-sale inspection. Any necessary repairs will be brought to your attention and if there are none, a clean home inspection report is a selling advantage. Also, this eliminates the possibility of delays in the closing process once you've accepted an offer.



4. Sweat the small stuff. De-clutter the garage, repaint the doorframes, caulk the tub, replace burnt out light bulbs, fix leaky faucets or creaky doors-don't let these small, inexpensive repairs detract from the overall value of your home.
5. Add value to your property with incentives. Offer to pay for inspections, or even offer allowances such as flooring, (if the carpet is worn or wood needs to be refinished) paint allowance, or some other upgrade that would be enticing to buyers.
6. Your local CENTURY 21 office can increase the visibility of your property with both print and on-line advertising.



Summer landscaping tips

Landscaping has the potential to drastically enhance the curb appeal of your home, whether the purpose is to attract potential buyers or simply for you to enjoy. When landscaping your property, strive for a balance of flowering trees and/or shrubs throughout spring and summer, fall foliage in autumn and good structure in winter. Summer is the ideal time to highlight your the outdoor space with color, so check out our tips to make the most of the season.

1. Consult your local nursery to select plants that your yard can sustain. Conditions necessary for growth, such as shade or direct sun must be considered.
2. Remember to test your irrigation system; often maintenance is required after the winter season.
3. Select a variety of plants with seasons in mind. Evergreens will provide year-round foliage, structure in the winter and even frame your property for privacy. Deciduous and perennial plants add bits of color in the warmer seasons, but only bloom for so long. Incorporate annuals into the landscape to supplement continuous color.
4. Remember to plant with maintenance in mind, some plants require consistent pruning or watering.



Help those affected by recent tornadoes in the U.S.

Donate to the Salvation Army, call 1-800-SAL-ARMY. Text "GIVE" to 80888 to make a \$10 donation to assist the organization's disaster response efforts or send a check to: The Salvation Army Disaster Relief, P.O. Box 100339, Atlanta, GA

30384-0339.

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