



Talking Real Estate with Steve Slicker

Hi folks,

One of the many things that a real estate licensee has to do is write an advertisement for the house that has just been listed but it takes a certain expertise to write a good property ad, but as a home owner, you know your house better than anyone else. So give some thought to the benefits of living in your particular corner of the world. Some of the attributes that could help sell your home might actually surprise even you.

Your agent might be able to write a better ad than you, but they can't write an ad that speaks to the hearts of potential buyers without the benefit of your intimate connection with the property so what sort of things might the agent want to know?

If you are in a suburban house it might be a back gate leading to a track to the local park where your kids can play without having to walk there by the road, or the number of birds attracting plants in your garden. If you are rural it may be the school bus stopping right outside your gate (hi Scott & Rach)

These are things your agent can't be expected to know, so make sure you jot down these benefits as they occur to you and let the agent use it as a basis for writing the best ad. But don't expect the agent to use all the material you give them, it may be that there is a maximum number of words that can be used in the print ad so let them be the judge of which benefits will best appeal to local buyers and when too much information is counter-productive.

If you are thinking of selling your home please call me on the numbers below or contact me via email steve@steveslicker.com alternately fill in your details on my website www.steveslicker.com

Kind regards,

Steve Slicker

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