

# Here's How To Find Out What Homes In Any Neighborhood Are *Really* Selling For

Cincinnati  
September, 2009

Dear Friend,

Before you consider buying another home, you need to find out how much homes are selling for in today's market, so you can make your plans based on the most up-to-date information available.

Now you can do that for free over the phone in just a couple of minutes.

Just call 513-899-9939, or email me at [gary@ChoiceCincyHomes.com](mailto:gary@ChoiceCincyHomes.com) with some basic information about the kind of house you're looking for and areas you'd like to know about.

When we get the information, we'll prepare a report for you that shows the most current market activity in any area you choose (including all the homes that are currently on the market – even if it's out of town).

You'll get your completed report in the mail in just a few days and (if you'd like) we'll be available to go over the report by phone and answer any questions you may have...

Talk to you soon...

*Gary*

PS...To receive our free monthly newsletter **Get Top Dollar!** that includes Spend a Little Get a Lot, tips on making your home look better, and How To Avoid Costly Mistakes, just call 513-899-9939, or email me at [gary@ChoiceCincyHomes.com](mailto:gary@ChoiceCincyHomes.com).



## Spend a Little Get a Lot

- To clean brass plates and doorknobs, apply a thin coat of window cleaner with a soft cloth, let dry and rub lightly to polish. This will keep brass tarnish-free for months.
- To clean bricks, squeeze a bit of denture cream onto a wet toothbrush and scrub the grout. Wipe clean with a damp cloth.
- Nail polish remover is an inexpensive cleaner for chrome decorations and knobs on stoves, ovens and appliances. Apply with a cloth and rinse well with water.
- To clean a fireplace screen, vacuum off the dust, and scrub the screen with a sponge and sudsy water. When dry, brush the screen with a coat of self-polishing floor wax.
- To rid your oven of odor after cleaning, place orange peelings on a rack inside the oven. Turn the oven to 350 degrees and let the citrus smell fill the room.



# GET TOP DOLLAR!

The Kim Kapustik Home Seller Newsletter

## You're Showing Your House In A Minute... These Quick Tips Will Help You Find The Best Hiding Places Where Buyers Will Never Look!



What do you do when your Realtor calls and wants to show your home in say, half an hour? Jump for joy first, since someone wants to look at YOUR home, right? Then, panic. As you hang up the phone, you notice that your teenagers have been at it again...your house is CLEAN, it's just not TIDY. Now, what do you do?

Since we all know that the first impression is important, especially if you want to sell your home in the next decade, we have a few tips that will help you quickly hide away "stuff." But first, you have to know where the buyers are going to look, and ensure that these places are constantly tidy.

Places that buyers will look include the oven, any closets, kitchen drawers, laundry room, and the kitchen pantry. Think about it; these places give them an indication, essentially, of how much storage space there is. If they're overflowing, the buyers will think there just isn't enough room to store their own things, since obviously you don't have the space. If you need a reminder of the basics of preparing your house for sale, refer back to our book, *How To Sell Your House For Top Dollar – Fast*.

Don't defeat your efforts by stashing clutter in these places at the last minute, no matter how tempting it may be! Enough of that! What you want to know is, at the last minute, where CAN you hide things?

**Under the bed.** It's spacious, easy to get to, and no one in their right mind would get down on their hands and knees to look there during their first visit. In addition, kids are probably used to stashing things there anyway, and can help you.

**In the washer and dryer.** Who hasn't seen the commercial where a little kid has stashed a pet in there? We don't recommend putting your pets in there, but clothes and shoes and "stuff" can easily fit. Although buyers like to look in the laundry to see the size and neatness, they won't be looking to see if you actually have things in there. Our caution is to let everyone in the family know that it's a hiding place, and to never start the machines without checking the contents first.

**In the refrigerator.** This is risky; you know your kids are going to be in and out of the fridge – and how embarrassing would it be to have a shoe fall out? On the other hand, if you've just walked in from the grocery, you can certainly stash the entire grocery bag in there, until you're ready to unpack it and put things away neatly.

**Behind the couch.** That is, if the couch is against the wall. We all know that things get trapped there anyway, so it could be a quick opportunity to drop a toy or wayward socks for a quick fix.

(Continued on reverse)

## Hiding Places Where Buyers Won't Look (Cont.)

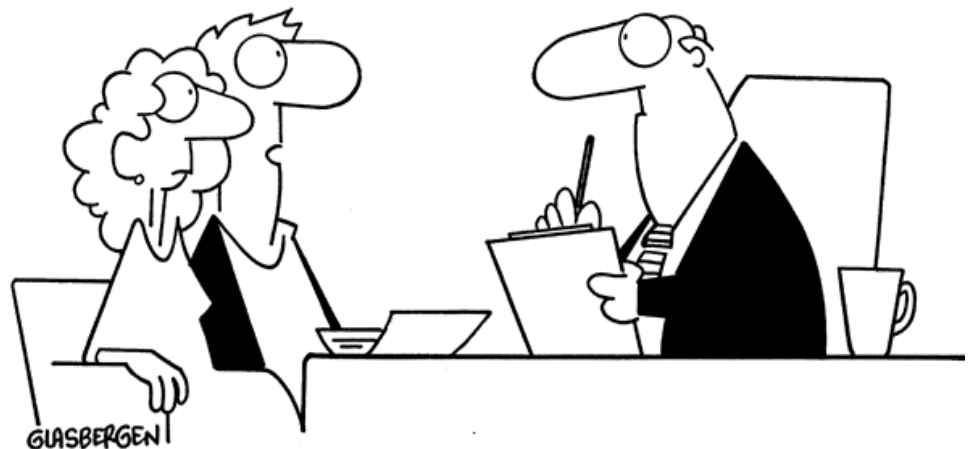
**In the trunk of your car.** Your garage or carport needs to be tidy. If it isn't garbage day, yet you have bags lying around, drop them in. Skateboards and roller blades are a hazard anyway, so drop them in, too. Nobody has a right to check in your vehicle – take advantage of that fact!

Let me leave you with this quick story. My mother-in-law, being a naturally organized person, has clothes closets organized by color and like items, linen closets with towels and sheets stacked by size and color, and jars in her kitchen pantry with labels facing the front like a grocery store shelf.

This may seem extreme, but when she showed the house for sale, one buyer actually told her that he'd buy her home for the state of her closets alone! He believed that if she paid that much attention to a closet, that she must have taken that kind of care with the rest of her home.

## Real Estate

www.glasbergen.com



**“We’re looking for a nice home near a lousy school. If we buy a house, we can’t afford to send our kids to college.”**

### ***How To Avoid The Most Expensive Mistakes Smart People Make When They Sell A Home...***

#### **Refusing to make cosmetic changes.**

The prospective home buyer's first impression is the most important. Hundreds or thousands of home sales have been lost to unkempt lawns, cluttered rooms, bad stains, unpleasant odors...all the seemingly little things. Imagine you were the home buyer and clean your place from top to bottom...just like you'd like to find it.

### ***More “Spend a Little Get a Lot” Tips***

- Use degreaser and a razor blade to make basement windows crystal clear.
- Remember to put away valuables while showing your home. Expensive jewelry belongs in a safe deposit box.
- Have long-stemmed artificial flowers to pack? Ask your local florist for a couple of boxes wholesalers use to deliver fresh flowers to florists.



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