

Beware of the Pitfalls When Selling Your Home

When "For Sale by Owners" are asked why they are selling their own home, the biggest reason they give is—to Save the Commission. Yet when buyers deal directly with sellers, they usually do so for only one reason—they want to Save The Commission, too!

To understand this situation, first put yourself in the position of a buyer getting ready to look for a

price range before you begin looking.

- Sorts through a big inventory of homes.
- Narrows list down to a few "best choices."
- Takes you to see the selected homes.
- Works out the best financing package.
- Writes the contract to pur-



Katie Carter

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— Katie Carter

new home. As a buyer, you know that you can go into just about any real estate office and get a whole bunch of free services. At no cost to you, the broker will give you the following:

- An education on values in the area.
- Pre-qualifies you for your

chase.

- Coordinates all the paperwork necessary for closing the sale.
- In other words, the buyer has an agent to find the home that best meets his needs. So it stands to reason when he foregoes all these great services, he expects to Save The Commission. There is an

old saying in the real estate business that when a property is sold, someone always pays the commission. The way the buyer saves the commission, of course, is by reducing the seller's asking price.

Other pitfalls to selling your own home include:

- Sellers deprive themselves of the vast marketplace of buyers because they are competing for buyers with full-time professionals in real estate. Almost all of the best buyers are controlled by the

pros.

•You have no one to negotiate on your behalf. Nose-to-nose dealing with buyers can lead to tension and hostility.

•Technically, you will be holding an open house 24 hours a day for all comers who, most of the time (without the assistance of a real estate agent) do not have a full understanding of what price bracket they qualify for. Additionally, you must separate the serious buyer from the curious lookers, not to mention potential thieves who may be casing your home. (Imagine having dinner guests and strangers appear on your doorstep asking for a "tour"!)

•Finally, you may let the "best buyer" slip through your fingers because of your inexperience and lack of expertise.

You may Save The Commission, but in the end, you stand to lose a lot more than a few dollars for a reputable agent!

— Katie Carter, Agent,
Coldwell Banker Real Estate,
Kernersville.

Natural Colors Set Relaxing Tone for Home Decorating

▲ Be sure to set guidelines to follow when starting a home decorating project

People today look forward to relaxing at home, and therefore they are choosing soft, "comfortable" colors for walls, accessories and furniture.

Natural tones on the walls done in hues of warm grays (taupe, tumbleweed, etc) with the contrast of soft whites (shell white) for the trim can pull together a comfortable, warm look.

To add a little spice, choose a formal room for a vivid color, such as red on the walls with the same soft white trim. Accent with natural tones and fibers on upholstery, a splash of gold accessories and a faux leopard skin throw over the sofa and you have a room that invites conversation.

The earth-conscious spirit is dominate in decorating, so choose natural colors and fibers. When

you keep backgrounds neutral, you can have fun with the furniture, rugs, lamps, etc.

One rule of thumb: use one print to dominate, then use the same pattern several times in a room to balance the design. For instance, if you use a print on a chair or sofa, repeat it in another

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part of the room, such as in a window treatment. The use of coordinating fabrics will spice up the room. The fabrics should share at least one color from the dominant

print.

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Set guidelines to follow when starting a decorating project.

Know the dollar amount you want to spend and don't try to finish your home on a tight schedule. Instead, work on one room at a time with a common color to flow



The simple addition of hand-painted leaves gives an ordinary window a dramatic effect.

throughout the rest of the house. This will avoid a hodge podge of patterns, prints and colors.

— Bonita Garner McDonald
Border Lines
Interior Decorating