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# HOW TO SELL YOUR HOME FOR TOP DOLLAR FAST

CHARLTON  
ADVANTAGE

# HERE'S ALL THE INFORMATION YOU NEED TO SELL YOUR HOME FOR TOP DOLLAR - FAST!

Dear Friend,

You've made a smart decision to request this information, because with it, you'll probably be able to sell your house for more money in less time than you ever thought possible.

What you're about to learn could literally be the difference between thousands of dollars in YOUR pocket... or thousands of dollars in someone else's pocket.

This report is part of a complete home selling system that we've developed over years of testing and experimenting to find the absolute best home selling strategies.

After you've read this booklet, we'd like you to call us for your free **Pin-Point Price Analysis**, and we'll explain the next part of this system to get you on your way to getting top dollar fast!

Chuck Charlton  
Co-Team Leader, Sales Representative  
The Charlton Advantage Real Estate Team  
Royal LePage Meadowtowne Realty



# **Shhh... you're about to learn marketing secrets that not one in a hundred home sellers knows - and it's going to give you a big advantage over your competition!**

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# WHY BUYERS LOVE MODEL HOMES - AND HOW TO MAKE YOUR HOUSE SHOW LIKE ONE



One of the major factors in getting your house to sell quickly is very simple: make it attractive. Most buyers select their home based on emotion and then they justify the decision with facts, so it's important to make the house inviting and pleasant to all of their senses.

Your home is not the only property that a prospective buyer will see. You're competing with model homes that may have been professionally decorated, and you're competing with homes that have no children, no pets and Mr. and Mrs. Perfection as owners.





THIS IS AN EXAMPLE OF A HOME WITH STRONG CURB APPEAL...

## Let's start with the first impression

Are your shrubs overgrown? Oil stains on the driveway? How does the grass look? Do the flower beds need weeding and mulching? Try very hard to see the exterior of your home through an independent observer's eyes. Trim the shrubs or plant new ones if they're lacking. Houses with no landscaping in the front lose thousands of dollars of value in the mind of the buyer. Adding a few well-placed blooming flowers also add appeal.

You won't get somebody to buy the home strictly based on the outside, but we've seen many times when a potential buyer sees the outside and says, "Keep driving to the next one, we don't want to go inside." So you can definitely lose them on the outside.

If the grass in the front yard is particularly non-existent, consider sodding. Do some price shopping on this; sod is not cheap but there are some good deals available. Let's say it costs \$500 to sod the front yard, and your house payment is \$1,000 per month. If you saved two weeks of selling time, it could be worthwhile.

Kitty litter in the driveway will absorb the oil and grease stains. (Then, obviously remove the kitty litter.)



THIS HOME COULD USE SOME TIPS FROM THIS BOOK...

Next, go around and clean up the yard. Remove any toys, tools and/or building supplies. Here's the acid test: if you don't see it in the yard of a model home, don't have it in yours. That goes for the bag of charcoal by the grill, too; however, the (non-rusty) grill can stay. If your grill has rusted, remove the rust spots by scrubbing with a wire brush or with coarse steel wool dipped in kerosene. After the rust is removed, clean the entire piece with mineral spirits. When the grill is completely dry, paint with a brush or spray paint.

### Now look at the exterior

Is the paint fading or chipping? Is the colour outdated or too personal? Is mildew growing?

If the house needs painting, choose a neutral colour. White, cream (not yellow) and light gray are good colours for appealing to most people. If you want some ideas for paint combinations, go and look at 3 or 4 model

**“Always give the front door and door trim a fresh coat of paint or stain... even if you paint nothing else.”**





home communities that cost \$20,000-\$50,000 more than your neighbourhood and copy one of them.

One last note on painting: always give the front door and door trim a fresh coat of paint or stain... even if you paint nothing else. Buyers stand at the front door waiting to get in; so give them a good first impression.

### Now let's go inside

Go through every room and pack up 30% of your accessories. If you doubt the wisdom of this, go back to those model homes and compare their countertops with yours, and their coffee tables and end tables with yours. Do you see?

The cardinal rule is this: "The way you live in a home and the way you sell a home are two different things." This will take some time and may seem like a nuisance, but remember that you're in competition with other properties. He who wins the Good Housekeeping Award probably sells his or her house first...and for the highest dollar.

Also, look at it this way... you're going to be moving anyway, so just consider this "advanced stage" packing. By the way, label the moving boxes and stack them easily in the garage or unfinished basement — floor to ceiling.

**"The way you live in a home and the way you sell a home are two different things."**



Specifically, pack any collections and family photos you have displayed. Too much of your personality in evidence does not allow for the potential buyer to “mentally move in.” Same goes with degrees, awards and certificates. We’ve seen buyers spend more time looking at where a seller went to school than they spent looking at the house. Better to put it all away.

Pack everything from the cabinets and all closets that you don’t need on a routine basis. You want to create the perception of roominess. In the linen closet, remove everything except a week’s worth of linens. Fold them neatly and colour-coordinate them. It seems silly, but this is the stuff that brings you top dollar.

In the clothes closets, remove out-of-season clothes. Pack them away and put them in the garage or basement storage area. Arrange your shoes neatly. Hang your clothes by category: all blouses together, all shirts together, and so on. Bonus points if you have all matching hangers.

Now take another walk around the house. Are there rooms that are cluttered with too much furniture? Remove extra chairs, side tables and maybe even the 100” sofa which is really too big for the room. (Notice how decorators use small pieces of furniture.)

**“When in doubt, think of it like this: Would YOU be happy with this floor for the next ten years?”**



If your carpet and floors have outdated colours or style, change them. Light carpets, hardwood or tile are best; these make the rooms look larger and cleaner. If the existing carpet padding is 5/8" thick or more and is not worn down, reuse it (unless the pets have done a number on it). If you're replacing the underpad, select a very thick one then install just a modest grade of carpeting. The feel will be plush and expensive, but it's not. If carpeting is in good condition and neutral in colour, have it cleaned.

We generally recommend installing hardwood floor instead of laminate. The cost can be 25-100% more, but the impact is much greater with hardwood. Stick to a medium-dark tone that will remain in style for many years. Too dark or too light can be trendy and fussy to maintain. However, young kids and pets can make quick work of newly finished hardwood floors, so in certain cases, laminate or "engineered hardwood" might be best.

New options like "loose lay" vinyl are becoming great options, because they offer the look of a laminate floor, but are often more durable and resistant to water spills. Forget your old definition of "vinyl flooring", because the new stuff is fantastic!



Either way, don't buy the cheapest type of flooring. When in doubt, think of it like this: Would YOU be happy with this floor for the next ten years? Then ask at least three friends (or someone from our team) to help.

Off-white painted walls are best. Keep paint neutral, and if you want some colour, use accents like pillows and candles to give the room some character. These are much easier to change than your core furniture and wall tones.

If painting is required, ask a design consultant about the type of paint. Generally, a flat eggshell is a good choice, and some kitchens and baths may be better with semi-gloss. If the walls are dirty, experiment to see if scrubbing them is easier than painting. A Mr. Clean Magic Eraser can work wonders on scuff marks.

If you have wallpaper, make sure it's clean and up-to-date. If not, strip it. (Hint: some types of wallpaper are easy to strip if first sprayed with window cleaner.) After stripping it, either paint or re-wallpaper, depending on the condition of the walls.



Repair badly cracked plaster, loose door knobs and crooked light fixtures. Correct faulty plumbing. Leaky faucets can discolour porcelain and call attention to plumbing defects. To remove mineral stains from such leaks, pour hydrogen peroxide on the stain, and then sprinkle with cream of tartar. Leave this for 30 minutes before scrubbing. Bad stains may require 2 or 3 applications.

## **Next, make your house sparkle**

If you don't have time or the inclination, hire someone to thoroughly clean the house. Clean the windows inside and out. Glass cleaning spray works, or you can try white vinegar using newspapers. Clean your mini-blinds, curtains and drapes too.

In the kitchen, clean the appliances inside and out. Remove grease and grime by scrubbing with undiluted vinegar. Scrub the inside of the refrigerator with baking soda; not only does it not scratch, but it removes odours.

Get rid of kitchen odours by pouring hot salt water down the drain twice a week. Grind citrus peelings or apple cores in the garbage disposal (if you have one). Leave a small uncovered container of vinegar in the corner of your kitchen counter.

Have your bathrooms scrubbed to pass a white glove inspection. If tubs are rusting, have them re-glazed. It's generally much less expensive to re-glaze

compared to replacing tiles or a bathtub enclosure. Bath Fitter inserts are functional, but they're not always perceived as impressive by buyers. Clean grout with Tilex and a toothbrush, or use a product line called HG (we LOVE their products).

Re-caulk the tub and shower, or ask a friend for help if you have any blackened mould in the existing caulking. Clean your fixtures with white vinegar. If you're home for the night, light a small candle for atmosphere and pleasant (not overpowering) aroma.

Also, hang a set of fluffy designer bath towels (ideally white) on the most prominent rack complete with verbal instructions to your family not to use them! Remember, you are in "show biz" now – at least just a little bit.

If you have pets, you need to get rid of pet odours. It's recommended that the pets themselves be kept out of the way and out of the house, during showings. It's hard, we're dog lovers, too! Some people get uneasy around animals, and having them around may detract from the buyer's attention, or the pet may even set off their allergies.

Getting pets out of the way is, unfortunately, much easier than getting pet odours out of the way.

If flooring has been repeatedly stained with animal urine, you'll probably have to replace it to get rid of the smell. And that means the carpet, the pad, the carpet strips and the baseboard trim. Even the sub-flooring will need to be treated to kill the odour.

Put an uncovered dish of vinegar in the room where your pet sleeps; this will remove doggy smells. Of course, make sure the dish is off the floor so the dog doesn't drink the vinegar! To absorb odours in the cat litter box, add a cup of baking soda to the litter.

Food smells can work for you, or against you. Baking bread, cookies and pie all smell good. Spaghetti sauce is a delicious smell. Frying fish or liver and onions is objectionable. Nowadays, the smell of cigarette smoke is offensive to many.

**“It's recommended that the pets themselves be kept out of the way and out of the house, during showings.”**

**(It's hard, we're dog lovers, too!)**

A recent study showed values of homes that smell like smoke could sell for 10-20% less than comparable homes of non-smokers. That's a BIG hit on value... and getting rid of the smoky smell could literally mean tens of thousands extra on your sale price.

For minor unpleasant odours, use scented candles or fragrant fresh flowers. In more extreme cases, you may need to have your house treated by a specialist.

Finally, tackle the thing called the garage.

This area is the catch-all where everything goes that has no other place to go, so it's usually a mess. If your storage area is not neat, some people will assume that you must not take good care of the whole house... even if that's not true, their perception is your reality.

By this point, you've either taken the advice to heart, or you believe that we're being extreme. However, this entire process works every time, without fail. Empty everything out of the garage. Hose down the floor. In certain cases, it might make sense to paint the garage walls off-white using a flat paint. For most, this isn't necessary.

Now—after the paint is dry—put everything back in the garage piece-by-piece. Throw out what you will not be taking with you. Pack what you can add to the stack of neatly labeled boxes. Then organize what's left. If you have a storage shed, organize it the same way... and if it needs a coat of paint or stain, do it. An open bag of charcoal will absorb moisture in the storage shed. If you have too much "stuff" for the shed, rent a small storage unit. Decluttering can make all the difference in the world.

## **Lighting plays an important part**

During the day, have all your curtains and blinds open. If the day is cloudy, turn on all lamps as well.

At dusk, put the blinds down, but leave them open at an angle. Leave the drapes open. Turn on all lamps and overhead lights. At night, use the same lighting formula as above, but close all the blinds, curtains and drapes. Adding candlelight is very effective.

Turn off the television during all showings - you might lose your potential buyers' attention. Put on soft background music, at a LOW volume where a pleasant conversation is still possible. But even this isn't necessary. Many people put the music too loud, and it's very distracting.

Once you've "set the stage", leave the house for the agent to show it. Prospects can more easily look at the house with no distractions. They will also feel more



comfortable asking their agent questions and they can mentally “move-in” a lot easier without the current owners around. Don’t worry, if they’re interested, they’ll inquire with questions through their agent... you don’t need to ask them if they have any.

Make sure your printed materials tell the true story of your house.

Why did you buy it? What’s your favourite part? What are you going to miss the most about living there? What do you think buyers should know (that they probably wouldn’t otherwise know)?

If your agent isn’t asking these questions before putting the house on the market, your marketing may lose that special emotional appeal that could add thousands to your bottom line.



# HOW A 25 CENT UPGRADE COULD EARN YOU \$500 TO \$1,000 MORE WHEN YOU SELL



If you have 60-watt bulbs or low-wattage bulbs in your house, it can make the house seem smaller and less appealing, especially in the kitchen and family rooms.

Upgrade all your light bulbs to 100 watts (if possible), and change to round bulbs instead of the new coiled/helix fluorescent style, which typically are not as bright or warm coloured.

Your house will appear bigger, more inviting and may just earn you an extra \$500 - \$1,000 (or even more) with a very minimal investment.

# HOW TO AVOID THE FIVE MOST EXPENSIVE MISTAKES PEOPLE MAKE WHEN SELLING

## **Mistake #1: Basing their asking price on needs or emotion rather than market value**

Many times, people make their pricing decisions based on how much they paid for, or how much they invested into their home. This can be an expensive mistake. Not every improvement returns equally, and the value of a home is directly related to the value a buyer sees as they compare your home to others.

Overpriced homes take longer to sell and eventually net the seller less money with a lot of extra stress and hassle. Consult with a professional real estate agent. They can assist you in pricing your home correctly from the beginning.

## **Mistake #2: Failing to “showcase” their home**

First impressions are critical. Experience shows that for every \$100 in repairs that your home needs, a buyer will deduct \$300-\$500 from their offer. Thoroughly clean and prepare your home before you put it on the market... if you want top dollar. If there's a repair you're not willing to do, get a written quote and have it handy if a potential buyer asks. That way, you can deal with facts, not opinion.

## **Mistake #3: Trying to SELL their house when buyers come to see it**

One of the biggest mistakes enthusiastic home sellers make is to follow buyers around and then try to SELL them on the property. This can have a negative affect on a potential buyer. The best thing is to stay out of the way and let people look at their own pace. They'll get a better feel for the property and whether the house is for them.

You can add the logic after they're emotionally attached.



### **Mistake #4: Choosing the wrong agent or choosing them for the wrong reasons**

Many homeowners list their home with the agent who tells them the highest price. Or they list with the agent who works for the biggest company. Perhaps even the agent that charges the least fees. Keep in mind that lower fees may mean that the agent is either spending less time helping you, or less money on marketing - or both.

Choose an agent with a solid marketing plan, great negotiating skills, a proven track record and the experience to deal with problems if they come up in order to maximize the money in your pocket. Remember, it's not what you pay, it's what you get.

### **Mistake #5: Not knowing all of their legal rights and obligations**

Real estate law is complex. The contract that you will sign when selling your home is legally binding. Small items that are neglected in a contract can wind up costing you thousands of dollars, so it's in your best interests to make sure it's examined thoroughly. You need to consult a knowledgeable professional who understands the ins and outs of a real estate transaction, who can pay attention to all of the hundreds of little details.



# FIND OUT WHAT HOMES ARE SELLING FOR IN ANY NEIGHBOURHOOD

Have you ever spoken with someone who told you that they sold their house and “got what they wanted”?

You remember that they were asking \$429,000 so that must be what they sold for -- or so you'd think.

Or someone tells you that all the houses in your neighbourhood have been selling for full price because the market is so hot right now, or the buyers are out there like never before.

One thing you can be sure of when you're getting ready to establish a value for your house is that most of the information you hear on the street is not what is actually happening in reality.

**Buyers and sellers tend to over- or under-state the prices that they sold for or bought for, but the reality is that you can get all the information on what houses are actually selling for (and how long it's taking).**

It's simple, just give us a call and we can prepare a **Pin-Point Price Analysis** showing you all of the recent sales in your area, so that you can make an intelligent choice about the price to list your home.



# HOW TO GET A FREE MARKET REPORT ON ANY NEIGHBOURHOOD

Before you consider buying a home in any neighbourhood, you need to get the real information on what's happening in the market.



You can find out what houses are really selling for and how long it takes them to sell by calling our office to tell us what area you're considering. We'll review the current inventory, plus recent sales and overall market information before you buy, and we can show you all of the hidden costs like Land Transfer Taxes, lawyer fees, real estate fees... before you even start the process.

**Having the right information can literally save you thousands of dollars – especially when you are buying a home, so don't end up overpaying for a house, or purchasing in the wrong location.**

Call us today and get the inside information you need to make an informed decision about buying your next home. And be sure to ask about our MarketWatch program, where you can receive daily updates of all the homes that match your specific buying criteria.

# WHY MOST REAL ESTATE ADVERTISING WILL NEVER SELL YOUR HOUSE



Most real estate advertising will never sell your house because it's speaking to the wrong people at the wrong time.

When people are looking through the real estate section and calling about the signs they're seeing in the neighbourhood, they're looking for a house right now, and less than 1% of the time do people actually buy an advertised house that they call about (the studies say that it's 1 in 122).

It is also a fact that most buyers end up spending up to 15% MORE than the price of the home they called about, as bargains rarely turn out to be what they thought they were.

Most sales take place because a buyer has built a relationship with a Realtor that will work with them to find out what they are looking for in a home, the price range that's most appropriate for them to buy, and then show them the houses on the market that meet their needs and wants.

The truth is, most of the time, Realtors advertise using a six day marketing plan—they are hoping to advertise the house on Monday, have someone call on Wednesday and come out and buy the house on Saturday.

The sad thing is that it happens just enough to keep them addicted to doing it—kind of like playing the slots in Las Vegas. (The odds are better of hitting it big in Vegas than finding a buyer by advertising your house.)

## So how do you find the right buyer at the right time?

Well, the key lies in understanding that for every one buyer that's looking at homes online or in the newspaper - there are ten buyers who are just starting to consider buying a house and will buy in the next six months.

The key lies in tapping into the buyers who are just starting to explore the market—and most Realtors don't use anything but “traditional” advertising and open houses... so they're missing out on this market completely.

These people are not calling on properties yet, but they're looking to educate themselves about what they can get in their price range. They may be saving for their down payment or waiting for their lease to expire.

## How do you attract these buyers?

You have to offer them something that's of value to them at the point they're at now. That means offering them free reports and guides similar to this, which are designed to give people an education that will help them get to the point where they are able to buy a home.

The truth is — **our team started looking for the buyer for your house 180 days ago** using something called “direct response” advertising...like the ad you replied to in order to get this report you're reading now.

Making contact with buyers at this stage gives us an opportunity to build a relationship with them by educating them and providing them with world class service and information until they're ready to buy a home. You can see an example over at [MiltonDailyHomes.com](http://MiltonDailyHomes.com).

There are several other strategies that can be used to find the buyer for your house instead of relying on traditional advertising exclusively — it's using these strategies that can stack the odds in your favour of selling your house quickly and for top dollar...

**... sometimes before the house is even listed.**

**“We started  
looking for  
the buyer  
for your  
home 180  
days ago...”**



We call this the “Silent Market”, and it’s larger than most people think.

One of the things we do to create this situation is we can profile your house to our MiltonDailyHomes database of over 12,000 people before you even put it on the market. Or we can look at recent inquiries from buyers who called us about similar homes. Or speak to our past clients in the neighbourhood. Our current list of clients who are receiving daily market updates. There are so many opportunities to make a match.



**We started looking for the buyer for your house about 180 days ago**, and we keep in touch with these buyers through an exclusive daily market report that we send them to keep them up-to-date on all the new listings that come on the market — and new houses that will be coming on the market soon that they would have no other way of finding out about.

We may be able to find the buyer for your house without ever having to put it “on the market”!

# HOW TO SELL YOUR HOUSE IN AS LITTLE AS 24 HOURS... WITHOUT PUTTING IN ON THE MARKET!



There is a principle in psychology called scarcity—it's the desire that's in all of us to want something that we can't have.

There are some strategic ways that this principle can be applied to a real estate situation.

That's right, it can be applied — you can actually control it.

Often, the illusion of scarcity can be orchestrated in real estate situations without people even knowing that it's there.

For example, have you ever heard of a situation where a home was on the market and more than one person was interested in it?

In most cases, the house will sell for more than the owners are even asking for the house — and the buyers feel great about it because they won. Someone else wanted the house, but they got it.

Situations like this are called the “auction effect”. To create this powerful situation requires creating an environment where as many buyers as possible are made aware of the property at the same time, under the right circumstances.

**Most of the time, when a property is advertised in a traditional way, it's almost impossible to create this kind of environment, because your property is just another listing on the market.**

You need to be able to reach buyers and position your home so that you're perceived as “new information”. Getting the word out quickly to a large pool of buyers may mean the difference between sitting around and not selling, or attracting one or more buyers in the first few days. Generating “pre-buzz” before your home is listed can create the momentum of a “running start” compared to a standing start.

Most agents start looking for the buyer once the sign goes up, but we've always believed there's a better way. Which is why we created our huge “waiting list of buyers” that now numbers more than 12,000 people. We keep in touch with a daily report with all the new listings, and your home is showcased and positioned to receive maximum attention.

As a comparison, we can generate more traffic for a listing in ONE DAY than the largest real estate site in Canada (mls.ca) can generate in 30 days. Our sellers absolutely love all of the attention.

Plus, there are strategic ways to get more than five times as many calls to your home using “direct response” marketing tools. It works so well that we may be able to find the buyer for your house without ever having to put it “on the market”!

By the way, scarcity is just one of the **six weapons of influence** that can be skillfully applied to the marketing of your home.

**“We can generate more traffic for a listing in ONE DAY than the largest real estate site in Canada (mls.ca) can generate in 30 days.”**

# FIND OUT HOW MUCH YOUR HOUSE IS WORTH OVER THE PHONE OR BY EMAIL

Before you decide to sell your house, the next step for you is to get an idea of the current market value of your property — based on the current market activity in your neighbourhood as well as the total market.

This can be done over the phone (or online) in just a few minutes.





When you call our office, we'll ask you some questions about your property that will allow us to prepare a **Pin-Point Price Analysis** for you that we can go over with you on the phone.

The best part is that we'll guarantee in writing to sell your home at the Pin Point price or higher in less than 60 days. That way, you'll know we're telling you the truth, not just what you want to hear.

Here's some of the information we will need:

- Your name and address.
- The approximate square footage of your home.
- Your lot size.
- The number of bedrooms, bathrooms and some basic floor plan information.
- Any upgrades you may have done to the home since you've owned it.

Once we have all this information, we will prepare a complete market evaluation and call you back to go over it in detail.

Just give us a call and we'll get to work right away!

# WHY CHOOSE THE CHARLTON ADVANTAGE REAL ESTATE TEAM?



Here's our team. You may have heard of us. We do a lot of business in Milton. In fact, we're ranked in the Top 100 Realtors in Canada, helping a client move once every three days.

But you won't see billboards or bus shelters with our names all over. If you imagine the best restaurant you've ever visited, they don't need to spend big bucks on getting their name out there. They deliver serious quality service and food, and let the word spread. That's exactly what we do - we treat people really well, and we provide a lot of good information (like this report), and the word gets around.

**We listen carefully to your needs, and tell you the truth right from the start. We'll give you the right advice to “enhance” your home, not just “stage” it.**

Even though we don't do a lot of “image”-based marketing like billboards and bus shelters, we DO believe in showcasing a home properly. Our daily videos have been viewed more than THREE MILLION times over the last seven years, and it's a great vehicle to showcase YOUR home to an audience of over 15,000 people.

We understand social media, and we have extensive offline marketing that gets results in about half the time our competition takes to sell.

Getting you more money in less time and being proactive about finding a buyer is what we're about.

Then, we'll stay in touch to make sure all the details are handled, like a concierge.

There will be ten full-time staff making sure all the i's are dotted and the t's are crossed. We'll take care of your food on closing day, and stay in touch if there are any issues.



**Long after the selling experience is over, we'll be right there with you, inviting you to learning seminars, family events and showing our appreciation for years to come.**

If that sounds like the kind of experience you would enjoy, then just give us a call at 905-693-9346 or stop by our office at **450 Bronte Street South, Unit #110** in Milton (just a step north of Laurier on the west side of Bronte).

Let's see how we can help you.

A handwritten signature in black ink that reads "Chuck and Mel". The signature is written in a cursive, flowing style.

Chuck & Melissa Charlton, Team Leaders  
The Charlton Advantage Real Estate Team  
Royal LePage Meadowtowne Realty, Brokerage

# HERE ARE THREE WAYS WE CAN HELP YOU RIGHT NOW

With the information contained in this report, we hope that you'll have a good sense of the Milton market, and a ballpark idea of what your home might be worth. If you're looking for more detailed information, here are some other tools to help you...

First, is our **FREE "Pin-Point Price" Analysis**, where we can take a closer look at your house and prepare a very specific price for your home. This price will be much more precise than the general range we've included here – and we can guarantee in writing to sell your house when listed at the "Pin-Point Price".



Second, is our **FREE "Room-by-Room Review"**, where we make specific recommendations about which fix-ups or improvements you should (and shouldn't) do to prepare your home for sale. We'll point out the lowest cost, highest return improvements you can make to help sell your house quickly and for more money.



Third – if you'd like, we'll include your house in our **"Silent Market"** of homes that are not yet on the market, and because we generate so much buyer interest from our website and our unique marketing, we may be able to find a buyer for your house without even putting it on the market... saving you both time and money.



There are absolutely no charges for any of these options, each takes less than an hour, and we can arrange a time in the evening or on the weekend, whatever is most convenient for you.

Take a look at the information I've included here, then either call me at **905-693-9346** or send me an email at **chuck@charltonadvantage.com** and we'll schedule a time to get together.