

BULLETIN

**COLDWELL
BANKER**

REAL ESTATE SERVICES

September 2007

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Selling Tips in the Fall

With fall approaching, kids back in school and the holidays just around the corner, if you're selling, it means you need to take extra measures to make your house stand out above the others on the market in your neighborhood.

So, if you're preparing to sell your house this fall, think about:

Curb appeal. Fall can make or break you when it comes to curb appeal and the all-important "first impression."

Celebrating the season. Add a fall wreath to the front door. Have a few huge pumpkins and fall display in your front area to welcome visitors (would-be buyers).

Scents of the season. If you're a smoker or have pets, make sure the nose doesn't know. Eliminate all such odors. If you're holding an open house, or know you'll have a lot of potential buyers looking on a particular day, bake an apple pie. Nothing is more inviting than the scent of apples and cinnamon wafting through the air.

Letting the light in. A dark house is a big turn off. Open up the blinds, let the light in and turn on the lights during the day. And turn on all those accent lights and lamps.

The fireplace. The hearth is still an important feature to most buyers, especially as days grow colder. Make sure yours is clean. Place a log in the fireplace. Or,



consider placing an attractive candelabra or candleholder that holds numerous candles in the fireplace for a decorator's touch.

Tidying up. If you have a lot of furniture or other "stuff," put some of it in storage. Put away all those knickknacks and paper piles.

Allowances. If you have carpet, wood floors or cabinets that have seen better days, consider offering an allowance right off the bat. You'll want to discuss this with your real estate professional.

There are pros and cons — you don't get to have that "wow" first impression if you put in those floors or cabinets yourself before you sell. But you might be short on time and don't want to run into the holidays — plus buyers may like the idea of picking out their own flooring.

Your asking price. Don't insist on setting the price too high, especially if you're on a timeline. A house priced appropriately will be taken more seriously and will ultimately sell more quickly than one that's overpriced.

Talk to the professionals. Now's also a good time to interview real estate professionals. Ask about their experience, find out how well they know the area you're eyeing, and talk to references. Once you have someone lined up you can follow his or her additional recommendations and begin the final phases of preparation before your house goes on the market. Call me today for all your real estate needs.

Source: "Your Guide to Home Buying/Selling"

Coldwell Banker Partners with Local Radio to bring "Domestic Blitz"



Coldwell Banker has partnered with WDVE and the Steelers Radio Network to bring local fans "Domestic Blitz," a contest in which fans can enter to win a one room black and gold makeover in their home. The contest will take place each week during the 2007 Steeler season. The "Domestic Blitz" team will visit the dwelling of a black and gold fan and re-design a room, based on the entry submitted by the fan. The *re-decoration* will be captured in a short video and will be broadcast online each week on the "Everything Steelers" pages of DVE.com. When fans go to the "Everything Steelers" page on DVE they will also, be a link

for fans to click to win more prizes from pittsburghmoves.com. For more information about "Domestic Blitz", logon to www.dve.com. Go Steelers!



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Ready For Your Next Home... Your Roadmap to Sold

Dreaming about more space or the perfect retirement spot? You've probably wondered how much more home you can afford. Since the amount you can comfortably borrow and your other financial goals are relatively fixed, the answer rests in the successful sale of your current home. A strong selling price may well make the difference in reaching your lifestyle and location dreams.

Well-priced homes that are compellingly marketed sell quicker for more money. Partnering with an experienced real estate agent is the best plan to get the most value out of your current home. The most profitable path to selling your home is with a marketing plan and an experienced real estate agent as your guide.

An experienced agent will keep you on course with a plan that includes fact-based market analysis, signage, virtual tours, brochures, MLS placement, direct mail, home showings, open houses, and the resources of their active network.

Know-how counts too on the road to "Sold!" Select an agent with a proven track record who will aggressively market your home, anticipate problems, and skillfully resolve any unavoidable issues.

For information regarding buying or selling your home, contact your Coldwell Banker Sales Associate.

Find Out What Your Home Is Worth



Find out what your home is worth with a free market analysis* from Coldwell Banker Real Estate. I will give you a thorough analysis and opinion of your home's value in today's real estate marketplace. Get professional help by calling me today! *This is not an appraisal.

Protect the Family By Covering the Mortgage

When a breadwinner dies survivors are often left struggling to pay the mortgage on a reduced income. It's a scenario that threatens their home every bit as much as a fire, flood or earthquake. But it doesn't have to be that way. **Mortgage Protection Insurance** will pay the remaining balance on a mortgage if a wage earner dies so the family can stay in the place they call home. As specialists in the insurance families need, NRT Insurance Agency now offers mortgage protection to new homebuyers. Best of all, when needs change, the policy can also be changed, giving a family continuing security to pay for college, children's weddings, or a comfortable retirement for a spouse. As an independent agency, NRT Insurance works with America's leading life insurance companies to provide a choice of plans. For more information call **1-888-717-1776**.

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ColdwellBanker.com is sponsoring a sweepstakes from now until September 28th for consumers who visit the website and register. No purchase necessary. Just visit coldwellbanker.com and register

to win the Coldwell Banker \$15,000 Makeover Money Sweepstakes. This is your chance to spruce up your home. You could win \$15,000 for the home makeover of your dreams. For official rules and more information visit coldwellbanker.com.