



1. Why should I advertise with CSE Home Advertising?

The most important reason is because you can save thousands of dollars in broker's commission. Another great reason is because you get to maintain control over your property. Many times real estate agents list your property and schedule showings when it is not convenient for you. The agents advertise when and how they want with little to no input from you the homeowner. In most cases the agent even expects you to leave your home while they show it to prospective clients. Nobody knows your property like you and nobody can explain the features and benefits like you can. All you need are prospective buyers, and they come through advertising with CSE Home Advertising.

2. What can CSE Advertising do to get my property seen by the most prospective buyers?

We use different types of advertising to get the most attention. Everyone is different and by having a variety of advertising types your chances of attracting a prospective buyer is greater than if you only used one type of advertising. The different types of advertising that CSE Home Advertising uses are yard signs, printed material (fliers) and the internet. The most exposure is through the Internet with over 50,000,000 people now on the World Wide Web. We at CSE Home Advertising even provide cross-media advertising by advertising your properties Internet address on the printed fliers.

3. How do I know what to do when a prospect calls?

We suggest answering all questions as sincere and honest as you can. We also believe that it is as equally important for you to ask the prospective buyer questions in return. If you can understand what the buyers needs are you can present your property in its most appealing way.

6. Should I have an attorney?

We advise that you get an attorney early on in the process of selling your home. By knowing what service your attorney provides and what he charges will make you more relaxed when you begin to negotiate the selling price, what property remains, possession date and financing with your prospective buyer. An attorney will complete the paperwork to ensure a smooth transaction. Considering you have just saved thousands by selling your home without a real estate agent paying a couple of hundred dollars for an attorney is easily justified.

7. Do I really have a chance to find a buyer on the Internet?

Yes and your chances are increasing each year. Many people find it much more comfortable too first view a home on the Internet, room by room, to see if they are interested before setting an appointment to view it in person. The Internet "walk through" does two things to benefit you the seller. One, You know that if the prospective buyer first viewed your home on the Internet and then set an appointment to see it face to face then they are sincerely interested in purchasing the property. Two, now you don't have to waste your valuable time showing your home to someone who doesn't like the floor plan or the location of the bathrooms.

8. I am not a very good salesman; will this make my house harder to sell?

Actually, no. If your buyer has reviewed the fliers with photos and your Internet advertisement then they have already sold themselves prior to making the appointment to view the home in person. If your buyer hasn't reviewed the fliers and Internet advertisement prior to making their appointment I would suggest that they should to save you both valuable time.

9. What about the Security issue of a stranger coming into my house?

Excellent question, just like the prospective buyer knows your name, address, and telephone number, you need to find out this before you even discuss an appointment to see your property. If the prospective buyer refuses to tell you then I suggest that you refuse to provide a private showing. A sincere prospect will gladly volunteer their information.