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If You Want Your House Sold ...

By Nancy Russell
Vice President Select
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Like him or not, Ben Bernanke has presided over the Federal Reserve System during one of the most tumultuous housing crises in a generation. He is the Fed Chief and as such he is responsible for the well being of the economy. Monday morning quarterbacking is a lot easier than during a game; a team needs a first down in a fourth and five situation. Calling the right play is the

difference between moving forward and turning the ball over. In retrospect, Fed Chief Bernanke could have made moves to stem the down cycle. Markets fluctuate, it's their nature. However, the Fed Chief has a vast amount of resources at his disposal to prevent such devastating economic conditions.

A name, I believe that you don't hear often enough is Eric Rosengren. Dr. Rosengren was named President and CEO of the Federal Reserve Bank in Boston in July 2007. Dr. Rosengren

is widely published and has a deep understanding of monetary policy and he understands the link between financial problems and the real economy. Who knows what might have been if Dr. Rosengren had been Fed Chief over the last three years? We will never know, but it's also not difficult to speculate how the New England Patriots and Miami Dolphins would have ended last season if the coaching staffs were reversed.

As you can see, I have a lot of respect for the

Boston Fed Chief. In early April, Dr. Rosengren commented that the U.S. dollar and housing market will strengthen by year's end. Market fundamentals like employment rate, GDP, mortgage rate, etc are solid. The price of all still concerns me, but it should come down as the U.S. dollar strengthens against other currencies. I have seen increased housing activity in this spring market and expect an active second half of the year.

We are in a Buyer's Mar-
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If You Want Your House Sold ...

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ket. However, that should not deter you from selling your home. There are many things that Sellers can do to gain an effective edge. Among other professional accreditations, I am a Certified Staging Professional. Home staging is the act of preparing a private residence prior to listing the property. The goal of staging is to sell a home quickly, and for the most money possible, by attracting the highest amount of potential buyers. Staging focuses on improving a property to make it appeal to the largest number of buyers by transform-

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ing it into a welcoming, appealing, and attractive product for sale. Staging often raises the value of a property by way of reducing the home's flaws, depersonalizing, decluttering, cleaning, and landscaping. Properly executed staging leads the eye to attractive features while minimizing flaws.

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ommended to my Sellers to get a professional home inspection prior to putting the house on the market. This will cost in the neighborhood of \$300. Nothing kills a deal faster than when the Buyer's inspector finds a major problem during the inspection process. Problems may cause the Buyers to walk away from the deal especially in light of the fact that there are high inventory levels.

There are many, many other tips a Seller can do to fast track a sale. A Real Estate Agent does not become successful just by knowing the many tips on selling a home. The successful Real

Estate Agent understands what helps a house to sell and devises a unique strategy tailored to your needs. It's the knowledge blended with the experience and marketing that separates agents. If you want your house sold, call me. I will sell your home efficiently and for top dollar.

"Whatever Nancy touches turns to SOLD." Call me at 508-243-8128 or contact me by e-mail at NRussell@SelectGMACRealEstate.com. Visit my website for more information at www.nancyarussell.com or stop by the office located at 45 S. Quinsigamond Avenue in Shrewsbury.

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