

Business

Strategies for getting top dollar for your home in today's market

Remember not so long ago, you would buy a home, wait a short while, and sell it for a profit. Well times have changed. It is more critical than ever to learn what you need to know to avoid costly seller mistakes. This knowledge will enable you to sell your home quickly and for top dollar.

Market Forum



by Jill O'Shaunessy

Price is key
Pricing your home correctly will enable you to bring on a large pool of buyers and offers close to asking price. When your home is priced correctly, it will sell 95 to 97 percent of your asking price. Buyers are more savvy than ever; they know what is priced right and what is overpriced. Buyers are not thinking of looking at overpriced listings when there is so much inventory to see. Keep in mind it is easier to get a full-priced offer on a well-priced home than a low offer on an overpriced home.

Research your agent
Choose the correct real estate agent to sell your home. In today's marketplace, it is extremely important to ask your prospective Realtor some very important questions. Questions like, are you a full time or part time Realtor? Ask for a report on how many homes they listed and sold and how many homes they listed that never sold last year. You should ask for recent newspaper advertising ads and online advertising links. This will give you an idea on how much the listing company is willing to spend on marketing your home. It is very important

to do your homework when choosing a qualified agent to sell your home. Do not choose an agent just because they are friends of your family or because they have the cheapest commission. Remember you get what you pay for, and choosing the correct qualified agent is going to increase your chance for getting top dollar.

Give your home a magazine look

One of the most important strategies to have when placing your house on the market would be to have your home look like "magazine quality" and to shine above the rest. No buyer wants to spend top dollar on a home that needs a lot of work. Your home should feel to buyers that is well taken care of and is move in ready for them. One of the secrets to get your home market-ready would include neatly organizing your closets and storage spaces. This will show potential buyers what maximum storage capacity your home can have.

Keep it light and neutral

Lighten up your home, take down drapes, clean windows, change lampshades, increase wattage in your lightbulbs, trim overgrown shrubs and let the sunshine in.

Depersonalize your

home, take down family pictures, refrigerator magnets, memorabilia and personal collections. Buyers need to picture themselves living in your home and it is easier to do when they are not looking at family pictures and personal items.

Big jobs, big payoffs

Other more labor-intensive ideas that definitely help in the marketability of your home include pulling up carpets and exposing your beautiful hardwood floors. Also, tearing down wallpaper and replacing with a neutral fresh coat of paint will help as well.

Make a good first impression

No matter how good the house looks on the inside, buyers have already judged your home before they even walked in the door. Make sure your landscaping is all trimmed and fresh. A decorative wreath on your front door and a new welcome mat will help you quite a bit.

If you want to make top dollar for your home, you will need to put some time and effort into getting your house market ready. Remember you only have one chance to make a perfect first impression. If you lose this opportunity then you have also lost your chance for top dollar.

The good news is there are still plenty of homes selling in the current marketplace. Knowledge is power and a necessary component in selling your home successfully.

- Jill O'Shaunessy is a Realtor in New Hampshire and Massachusetts for Coco, Early and Associates.

Redo ribbon



Courtesy Photo

BJ's Wholesale Club in Salem celebrated their recent remodel with a winter carnival-themed grand re-opening on Jan. 16. The remodel includes a brand new deli and rotisserie chicken department along with an expanded produce department. Members and nonmembers enjoyed the festivities while sampling deli sandwiches, cake, specialty cheeses and more. Children had their face painted and received safety tips from the Salem fire and police departments. From left are Lisa Holeva, operations manager; JoAnn Hebert, general manager; Jud Lewis zone manager; Peggy Jackson, merchandising manager; Stephanie Beaudet, regional manager; Danielle Salvetti, community relations specialist; and Donna Morris, Greater Salem Chamber of Commerce.

Salem firm facilitates sale of commercial building

DERRY - KEP Realty Trust has purchased 64 Crystal Ave., Derry. The building is leased to long-term tenant Small World Wireless AT&T authorized retail phone store.

The sale transaction was

handled for the seller, Brian K. Magoon, by Thomas Duffy Prudential Verani Realty and for the buyer, KEP Realty Trust, by Harry R. Shea, Shea Commercial Properties Inc.

The sale price, according to the registry of deeds, was

\$275,000.

Shea Commercial Properties Inc., located at 88 Stiles Road, Suite 204, Salem, is a full-service commercial real estate company serving Northern Massachusetts and Southern New Hampshire.

Send business news, photos and stars to news@salemobserver.com.

Weight-loss doctor opens Salem office

SALEM - In March 2004, Dr. Jennifer Warren made national news when she left her family practice at Wentworth-Douglass' Hilltop clinic to open a new medical practice, focused entirely on medical weight management.

After extensive study, Warren developed her own program, and founded the Physicians Healthy Weight Center in the Hampton area. Since 2004, her patients have lost a combined total of more than 40,000 pounds. Her approach is unique, combining medical evaluation, onsite nutritionists, and private, one-to-one support.

Although Dr. Warren is still considered a "best-kept secret" in New Hampshire, patients have traveled from surrounding states and from as far as Wisconsin and California to attend the program.

Locally, many patients from the Salem area as well

as across the border in Massachusetts, made the 50-minute trip to her office in North Hampton, and many requested that she open a Salem office for greater convenience. The doctor listened, and she sub-leased an office at 14 Stiles Road, Suite 104, in Salem.

Warren hopes the response in Salem will be as successful as the Hampton area has become for medical weight loss management. Dr. Warren says "patients come to my practice for medical evaluation and treatment of issues related to their weight, as well as nutritional and behavioral support in a private, one-on-one setting. I had to leave primary care in order to specialize in bariatric medicine my way, without interference from insurance companies and hospital administrators, but it's been the most fulfilling years of my life."

She understands first hand the struggle to battle weight problems. She lost 70 pounds, and helped her husband, Ron, lose more than 50 pounds. Since they both quit their jobs more than six years ago to start up Physicians Healthy Weight Center, the couple has put everything they own, plus blood, sweat and tears into the practice.

The staff in Salem include Susan Stern, M.D., and nurse practitioner Pat Pappal. Both have been trained by Dr. Warren, and have extensive experience in bariatric medicine. Nutrition director Beth Almstrom will also be on hand to customize patient's nutritional needs.

The program takes a comprehensive approach, helping patients achieve a healthy weight by addressing medical, nutritional, behavioral and lifestyle issues.

Baking classes offered

WINDHAM - Shabby Chic, A Sweets Boutique in Windham is hosting Valentine baking classes for children Saturday, Feb. 13.

On the menu are heart-shaped glimmering glass cookies. The class for ages 4 to 6 is from 2 to 3:30 p.m.; ages 7 to 9 is from 4 to 5:30 p.m.; and ages 10 and older is from 6 to 7:30 p.m.

Kids will make, bake and take home enough dessert to share with their entire family.

Registration is required. Tuition is \$25. Classes are limited to eight. Call 898-CHIC (2442) for details, or see www.shabbychicwindham.com. The shop is at 4 Cobbetts Pond Road, "Sweet 6," Windham.

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