



A note from the Editor

Hello to all!

I would like to take a moment to welcome you to our new For Sale By Owner Magazine. We think you will enjoy the new rich format of our weekly publication. The response to our For Sale By Owner Real Estate Publication has been well received. We also have added some additional issues to our geographical coverage areas. We now offer 5 versions of our publication: North Shore, South Shore, Metro West, Metro Boston, and New Hampshire. We are also happy to announce our website is receiving thousands of hits per day, saving buyers and sellers alike, thousands of dollars in real estate fees and commissions.

As interest rates inch upward, and the real estate market softens a tad, this is an ideal time to find a good value in a home that may have been out of your price range just months ago. Add to the equation, that homes we offer have no real estate commission built into the price, a smart buyer using our system in today's current market could potentially end up in the home of their dreams for as much as 15% under the appraised value! That's what we call maintaining the buyers edge! A high percentage of sellers who have used our system have raved about the results they have achieved in selling their home, while saving thousands of dollars. "see testimonials on our website"

A Note to Sellers

Traditionally, the winter holidays are not considered the hottest time of year for real estate. Like many, you may be thinking of waiting until the spring to put your home on the market. This could be a missed opportunity! In fact, IsoldMyHouse.com recommends listing during the 'slow' season. Why? It pays off more often than you might think.

While there may be fewer people looking at homes during the winter months, those that are actively house hunting are more likely to be serious buyers. And since there are fewer homes on the market this time of year, there is less for those buyers to choose from. Keep in mind also that some buyers specifically wait until after the spring and summer buying season to shop for a home. These buyers believe they can scout a better deal during the slower season.

Ultimately, all of these factors can add up to an advantage for you by making your home more desirable to buyers. Price, condition, and exposure to the right buyers are the three most important factors in selling your home in a down market.

If you do decide to list your home with a Real Estate Broker, "retain the right to sell it on your own" This will broaden your chances of selling your home using a combination of methods. Given the chance, you may actually sell it on your own, thus saving the commission that would normally go to the broker. After all, who better than yourself can represent your homes' charm and features to perspective buyers? You have had a longer relationship with your home opposed to a broker who may have viewed your home for less than 1 hour. We now offer special advertising packages in our magazine for sellers to get the message out on your home. These programs can be found on our website at www.isoldmyhouse.com. Simply click on the "Advertise in our weekly magazine" link for current pricing. We would like to thank all of you who have helped to make this concept a smash hit! We will continue to bring you a dedicated system to sell your home and pocket the real estate fee!

Warmest Regards,

Ed Williams

Editor in Chief

IsoldMyHouse.com

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WWW.ISOLDMYHOUSE.COM or call 888-468-SOLD**