

# Real Estate

## BY PAUL WRIGLEY



**W**elcome to my latest “Real Estate” column.

On a regular basis, I look forward to providing answers to any questions you may have about real estate. In this edition of real estate we will look at why it is important to erect a “for Sale” sign when selling your home.

**D**o “For Sale” signs work, or are they simply a gimmick to promote the agents name to the world?

For Sale signs are an essential part of the sale process and as a Vendor you need to make the best of every opportunity.

You cannot sell a secret!

Photo signboards, more importantly are a crucial part of marketing your property. Buyers quite often drive around the area they wish to live to see if any properties are for sale. A photo signboard has all the relevant information (both photos and description) they need to wet their appetite. Without this information the buyer might think that the property is too big or maybe too small from the front when it might actually be exactly what they are looking for. The buyers are more inclined to organize an inspection in this circumstance. Without the photo signboard the buyer may discard the property or never get around to contacting your agent.

### **N**eighborhood Watch

Imagine for a moment that you do put a “For Sale” sign up at the front of your home, and across the road Aunt June sees the sign, by mid-Afternoon she has been on the phone to her friends telling them of your house and that it is for sale. This type of promotion is passive and won’t cost you a cent.

**R**esearch proves that “For Sale” signs work consistently

A “For Sale” sign will generate up to 40% of buyer inquiry. Next time you sell, insist on having a photo sign out the front of your property! A sign is your 24hr salesperson!

**If you have a question you would like answered, please forward your request to my email address: [paulw@raywhitetoronto.com.au](mailto:paulw@raywhitetoronto.com.au) and I shall provide you an answer through this column.**

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