

WELCOME TO
DEBBIE BLAIS REAL ESTATE, INC.

106 West Grove Street, Unit 2-5, Middleboro, MA 02346

(On Rte 28 Across From Peaceful Meadows)

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"CELEBRATING OVER 20 YEARS IN REAL ESTATE"
Servicing Plymouth & Bristol Counties

New Location! New Look!

Same Professional Neighborly Service!

Debbie Blais is the Founder, Owner & Operator of Debbie Blais Real Estate, Inc. and Blais Builders. Debbie is a lifelong resident of Middleboro and is active in community events. Over twenty years ago, Debbie Blais Real Estate was started on East Grove Street, Middleboro. Today business is booming at our **NEW** location. *With 9 full-time agents Debbie Blais Real Estate offers up to date technology, experienced agents and a successful 20 year track record. We Sincerely Appreciate Your Business!*

The Groves At Middleboro Village



Blais Builders, Inc. is the construction arm of our business. Andy Fruzzetti & Curt Fruzzetti our Construction Managers have over 50 years experience in the building trade. Blais Builders offers sites in Middleboro and surrounding towns. The combination of pre-owned home sales and building provides our customers with a full range of service.

We welcome the opportunity to serve you.

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Helpful Hints In Selling Your Home

Now that your home is for sale, we suggest you read these helpful hints. They will make the selling of your home a more pleasant experience for all of us.

1. Always be prepared to show your property. If you delay a prospect, it may cost you the sale. Your Real Estate Salesperson will always arrange appointments with you in advance.
2. Buyers ask a great many questions of our representatives when being shown a home and most prefer to do this in privacy. The inspection should proceed without your immediate presence. The Buyer usually feels more relaxed. If you insist on being present, please don't discuss terms, price, etc. We will handle these details.
3. Remember, if a reasonable offer is presented, it is wise to negotiate immediately, it may never be repeated.
4. Apologies should never be made for any adverse appearance of your home, it only emphasizes the defects.
5. If you have pets, it is recommended they be kept out of the way or out of the house if possible. Some people are uneasy around animals and they may detract from the prospects attention.
6. Your home should be comfortable, warm in winter, moderately cool in summer, with air conditioning, if available or any other alternative measures.
7. It is important to furnish us with accurate figures on taxes and utilities and inform us of all recent major improvements such as a new roof, driveway, etc.
8. Make good first impressions. The grounds should be properly maintained summer or winter. Have the lawn mowed and raked, shrubs trimmed, driveway and sidewalks swept or shoveled clean and all debris removed from the property.
9. Arrange shades or drapes to give a maximum amount of light in a dark room. Replace all burned out light bulbs and repair faulty switches. Light colors add cheerfulness to dark rooms, especially kitchens.
10. Badly cracked plaster, loose doorknobs and crooked light fixtures are among the small items that can be easily repaired. Small things sometimes hinder a sale, more than large repairs.
11. Display your storage and utility space by removing all unnecessary accumulations in attic, stairways, basement and garage. They will appear much larger than they actually are.
12. Correct faulty plumbing. Leaky faucets can discolor porcelain and call attention to plumbing defects.
13. Minor redecorating is recommended, if needed, such as painting, carpet cleaning, etc. it will create a much more appealing appearance. Neutral colors work best.
14. Keep radios and televisions off or turned down during the showing to eliminate any possible distraction of the prospect.

In closing, may we remind you, all our staff and years of experience are available to furnish you expert advice on any problems or questions that may arise.

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The Seller's Role

HIRE A REAL ESTATE PROFESSIONAL TO MARKET YOUR HOME.

CONSIDER HAVING A HOME INSPECTION.

REQUEST THE TRUTH ABOUT WHAT IS NEEDED TO GET YOUR HOME SOLD.

**DISCLOSE THE EXACT CONDITION OF YOUR HOME. PROVIDE COMPLETE AND ACCURATE INFORMATION FOR THE LISTING.
(COMPLETE A SELLER'S DESCRIPTION OF PROPERTY).**

CLEAN UP, FIX UP AND SPRUCE UP YOUR HOME.

MAKE YOUR HOME EASY TO SHOW.

BE AS ACCOMMODATING AS POSSIBLE.

EXPECT SHORT NOTICE REQUESTS TO SHOW YOUR HOME.

STAY OUT OF THE WAY DURING SHOWINGS.

ALLOW CONTRACTS TO BE PRESENTED TO YOU PERSONALLY.

COOPERATE WITH YOUR REAL ESTATE PROFESSIONAL.

**REVIEW THE MARKETING PROGRAM AT REGULAR INTERVALS
REDUCE THE PRICE WHEN NEEDED.**

HAVE YOUR HOME TITLE V APPROVED, IF APPLICABLE.

**HAVE SMOKE AND CARBON MONOXIDE DETECTORS
INSPECTED & CERTIFIED BY THE FIRE DEPARTMENT.**

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A Spruced Up House Is Easier To Sell!

***These “must-do” improvements can help determine
whether a house lingers or sells on the real estate market.***

MAKE MINOR REPAIRS - Tighten loose knobs, fix leaky faucets, lubricate squeaky hinges, clean out clogged drains, replace dirty filters, secure loose shingles, fix holes in screens, replace broken panes and remove stains.

UPDATE THE BATHROOM - If cleaning and paint can't overpower a dingy bath, consider replacing the vanity and sink, installing a new floor covering, or resurfacing a stained bathtub.

REPAIR LEAKY ROOF - One tiny water stain on the ceiling will cause Buyer's to question the entire roof. Fix the source of the leak, then repair any damage caused to the ceiling.

CLEAN AND BRIGHTEN - A home should appear spotless and smell clean. Apply a little elbow grease and strong cleaners to surfaces inside and outside the house. Hire professionals to shampoo carpets. Be especially aware of household odors caused by smoking or pets. Make sure all light bulbs work and even consider putting in higher wattage bulbs.

PAINT - Light, neutral colors have a broader appeal and can make small rooms seem larger and airier. Remove wild or dated wallpaper and paint the walls. Choose premium quality paint, fill nail holes and patch before painting.

REPAIR WET BASEMENT - The problem can be as easy to fix as installing covers over window wells. If the moisture problem calls for more extensive repairs, be prepared to explain the problem to the Buyer. Never try to cover up the signs of a wet basement.

REDUCE CLUTTER - Outside - Park a camper, boat or extra car at another location. Inside - sort through closets, cupboards and storage areas. Toss unnecessary items and organize the rest. If rooms are filled to excess, put some pieces of furniture in storage while the house is on the market.

PREPARE FOR SHOWINGS - When the house is open for showing inspections, be sure it is in tip-top shape. Extra touches such as a fire in the fireplace, a formal dining room set up with your fine china, a bright welcome mat, lights turned on throughout the house, freshly mowed lawn, fresh flowers on tables, etc., make a house more like a home. When a potential Buyer comes for an appointment, ask the Real Estate Agent if they would prefer you to stay home to answer any questions. If not, excuse yourself after they arrive.

ORGANIZE THE KITCHEN - Clear the counters. Add drawer organizers to suggest efficient use of space. Manufactured units are widely available. Store seldom used small appliances and large baking pans.

SPRUCE UP THE FRONT ENTRANCE - A coat of paint on the front door, brass accents such as house numbers, a door knob, and a kickplate, pruned bushes and blooming plants can brighten up a home enough to help make a good first impression.

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Market Questions That Make A House Sell Faster

Will the answers to these questions help me get more cash for my home, in a shorter period of time, and with the greatest of ease?

1. Does the house or any part of the house need painting?
2. Shall I reseed the lawn and get my landscaping in top shape?
3. What about the screens? Any holes? What about the windows? Do they work well, or do they need attention?
4. Does the carpet need cleaning? How about replacing?
5. Are pets under control at all times?
6. Are all appliances in good working order?
7. Should I stay out of a prospective buyer's way?
8. What is the buyer's first impression of the exterior of our house? What can I do to improve it?
9. What is the buyer's first impression as they step into my house? What can I do to improve it?
10. Since the buyer will be looking in the closets, should I take some of the clothes out to make them look roomier?
11. Can I take items from kitchen cabinets to make them more spacious?
12. Is there any furniture I could store or dispose of to make them more spacious?
13. Do any cabinets need to be touched up or refinished?
14. Should I give my sales agent a list of things my family likes about the house and the neighborhood?
15. What about the doormats? Should I replace them with new ones that are neutral and omit our family's name?
16. Should I remove an ornate item that a buyer may want as part of the house? For example, a special chandelier - or wall system?
17. Should I ask my DBRE Sales Associate for a list of recommendations prepared specifically for helping market my house?
18. Is the price and terms offered going to appeal to most of the buying public in my price range?
19. Do I need to be aware of other houses similar to mine also being offered for sale?
20. Are the garage and storage areas as clean and neat as they should be?

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Checklist For Moving

BEFORE YOU LEAVE

Post Office - give forwarding address, send change of address cards to friends & relatives
Charge accounts, credit cards, subscriptions, etc. may require several weeks notice
Notify schools to forward school records to new schools

BANKS, INSURANCE

Transfer funds, arrange credit references
Notify company of new location for coverage's - life, health, homeowners & auto

UTILITY COMPANIES, DELIVERY COMPANIES

Gas, light, water, telephone, fuel, trash, etc. laundry, newspapers, dairy, etc.

MEDICAL, DENTAL, PRESCRIPTION

Ask doctors & dentists for referrals, transfer prescriptions, eyeglasses, x-rays.
Obtain birth records, medical records, etc.

DON'T FORGET

Empty freezer, plan use of foods, defrost freezer & clean refrigerator-dispel odors
Have appliances serviced for moving
Label connections for TV, antennas, VCRS, stereos, for easier set-up later
Clean rugs and clothing before moving - have them wrapped for moving
Check on insurance coverage for moving - packing & unpacking labor, various shipping papers, method & time of delivery & expected payment.

ON MOVING DAY

Obtain certified check or cashier's check necessary for closing real estate transactions.
Double check closets, drawers, shelves, to be sure they are empty
Leave old keys needed by new tenant or owner with realtor or owner
Carry enough cash or traveler's checks to cover cost of moving services & expenses until you make new banking connections in the new city
Carry jewelry & documents yourself or use registered mail
Plan for transporting of pets, they are poor traveling companions if they are unhappy
Let close friends or relatives know route & schedule you will travel including overnight stops. Use them as message headquarters.

AT YOUR NEW ADDRESS

Check on service of telephone, gas, electricity, water and garbage
Check pilot light on stove, hot water and furnace
Have appliances checked
Ask letter carrier for mail he may be holding for your arrival
Have new address recorded on driver's license
Visit city offices and register for voting
Register car and get necessary inspection stickers within 5 days after arrival in new state
Transfer motor club membership
Register family in new place of worship
Register children in school system
Arrange for medical services - doctor, dentist, veterinarian, etc.

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Getting The Information You Need

Before the For Sale sign ever goes up in front of your home, many hours of research will have been completed by your DBRE Sales Associate. Because buyers will compare your home to others currently on the market, the first information needed is about your competition.

What other homes are currently for sale in your area? How are they priced? What terms and financing are being offered? How do their features and size compare to your home?

Buyers often say “YES” to a home when it compares favorably to others. If it doesn’t, they rarely even make an offer. The first step, then, is to gather information on homes currently for sale.

Because pricing is critical to any home sale, you should also know what buyers have actually been paying for other similar homes. This historical information is used by appraisers to determine value. If you know what buyers have been paying for similar homes, you have a reliable indicator of what future buyers are likely to pay.

You should also know what type financing and terms other property owners are offering. If 90% of competing homeowners are offering to pay all closing costs, you might want to consider doing the same.

To sell successfully, your home must be positioned to be attractive to buyers. This positioning process is based on decisions made using accurate data about the local market. Your best information resource is the agent you choose to represent you.

What About Price... And Room For Negotiation?

Sellers often ask “Shouldn’t I price my home high so I have room to negotiate?” On the surface, that question has merit - yet deserves a closer look.

Since most buyers comparison shop, comparing the asking price with the value offered by the home, they rarely even make offers on a home which is perceived to be overpriced. It follows, then, that the asking price should be set at a level which encourages further interest in the home, without scaring buyers away.

To determine an appropriate price range, ask your agent to provide three types of data from recent sales in your area. Request 1) the asking price, 2) the final sale price, and 3) the number of days on the market for each recent home sale in your area.

These figures will allow you to calculate an important figure called the “list-to-sale ratio. For example, if a home priced at \$100,000 sells for \$97,000, the ratio would be 97% - the home sold for 97% of it’s asking price.

Compare the “list-to-sale” percentage on all recent sales, then average is 96.5%, it may make sense to price your home approximately 3.5% higher than your minimum acceptable final price. Price it any higher, and the likely result will be no offers at all.

When buyers find a home priced at “Fair Market Value”, they are less likely to bargain for a better price position, and much more likely to focus on the emotional benefits offered by the home.

The bottom line? Beware of overpricing. It most often leads to disappointing results.

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We Don't Just Show Your Home

We Show It Off!

While it is best to show a property when no one is home, there will be times when you will be present. Experience indicates the following suggestions will help in making the showing a successful one.

ILLUMINATION IS A WELCOME SIGN

Turn on all the lights, from the front hall to the basement to the attic. The prospect will feel warmly welcome.

THREE'S A CROWD

Avoid having too many people present during inspections. The prospect will feel like an intruder and will hurry through the house.

SILENCE IS GOLDEN

Be courteous but do not force conversation with the prospect. He is there to inspect your home - not to pay a social call. Keep stereos and televisions subdued.

LEAVE THE DRIVING TO US

We have found that showings are more effective if the salesperson and prospect tour your property unaccompanied. The salesperson know the buyer's requirements and can better emphasize those features.

BE IT EVER SO HUMBLE

Never apologize for the appearance of your home. After all, it has been lived-in. Let our trained Realtor answer any objections that are raised. This is his/her job.

A WORD TO THE WISE

Do not discuss price, terms, possession or other factors with the customers. Refer them to us. We are better equipped to bring the negotiation to a favorable conclusion as quickly as possible.

LOVE ME, LOVE MY DOG

Does not apply in house selling. Keep pets out of the way - preferably out of the house. (Some people actually fear animals).

PUTTING THE CART BEFORE THE HORSE

Trying to dispose of furniture and furnishings to the prospect before he has purchased the house often loses the sale. Proper timing is important.

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What Can We Do For You?

Debbie Blais Real Estate, Inc. has an action plan in place to market your home. We are committed to assist you in obtaining the highest dollar value for your home with the least amount of problems.

How Do We Do This? Here's How...

1. Submit a copy of your listing to the proper MLS Boards. (We belong to the MLS-Property Information Service-servicing Eastern Massachusetts, with reciprocal rights to North Bristol, New Bedford, and Cape Cod/Islands MLS Boards).
2. Distribute copies of your listing to our sales staff and fax "Just Listed" announcements to other agencies in the area for their potential buyers.
3. Tour your home with our office staff.
4. Suggest and advise you in any changes in your property to create additional appeal to potential buyers.
5. Place Debbie Blais Real Estate "For Sale" sign on your property.
6. Hold Open Houses when requested.
7. Advertise in newspapers and other media.
8. Place your home on our own website debbieblais.com
8. Pre-qualify, when possible, all potential buyers.
9. Keep abreast of the changing financial programs available to buyers.
10. Follow-up on all showings of your home for customer response.
11. Deliver copies of your multiple listing contract, listing sheet, advertisements, and any other pertinent written material to you to keep you informed.
12. Represent you in the presentation of all offers and contracts to negotiate the best possible price and terms.
13. Handle all follow-up after the contract for sale has been accepted including mortgage commitment, appraisals, inspections, etc. until the transaction closes.

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Debbie Blais Real Estate, Inc.
Seller's Statement

THE FOLLOWING ITEMS MAY BE APPLICABLE IN CLOSING THE SALE OF YOUR HOME.

PROJECTED SALE PRICE	\$ _____
TITLE V CERTIFICATION	\$ _____
MORTGAGE PAYOFF	\$ _____
2 ND MORTGAGE PAYOFF	\$ _____
TOWN FEE FOR SMOKE DETECTOR EXAMINATION AND/OR OCCUPANCY PERMIT	\$ _____
LAWYERS FEE TO DRAW NEW DEED	\$ _____
DEED TAX STAMPS @ 4.56 PER \$1,000	\$ _____
MORTGAGE DISCHARGE - RECORDING FEE	\$ _____
PROFESSIONAL FEE TO REAL ESTATE OFFICE	\$ _____
TAX ADJUSTMENT FOR REAL ESTATE TAXES.	\$ _____
1099 FORM - REPORTING THE SALE TO THE IRS.	\$ _____
FUEL ADJUSTMENTS	\$ _____
COURIER FEES	\$ _____
BETTERMENT - ADJUSTMENTS (OR PAYOFF)	\$ _____
SELLERS NET PROCEEDS	\$ _____

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How Long Will It Take To Sell?

These are factors that will influence your sale....

Product	Price
Terms	Timing
Competition	Marketing

Timing and Competition....

Are outside of your control as well as ours.

Marketing....

Is the only one of these factors that we control.

Product, Terms and Price....

Are factors that you control and are very important in determining how soon your home will sell. To help you with these factors we provide you with the following:

Pre-Listing Information

Past Sales
Competition
Expires
Financing Data

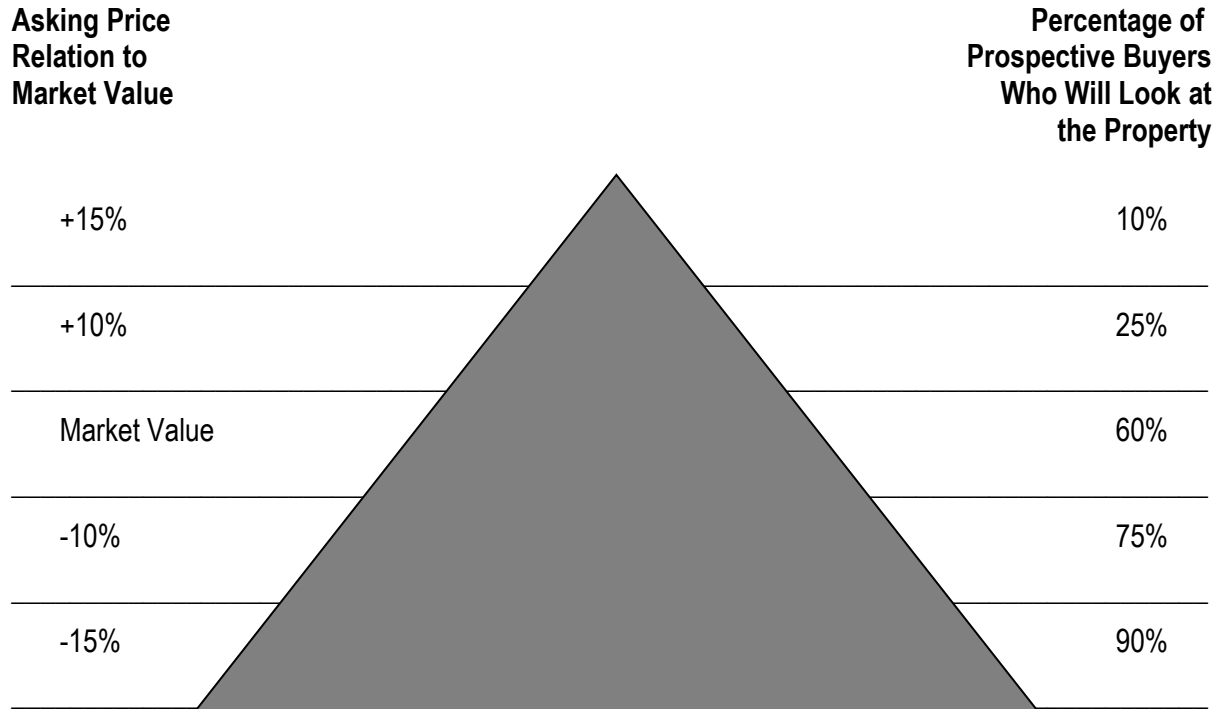
Post Listing Information

Professional Opinions
Customer Reaction
Updated Information on Financing
and Competition

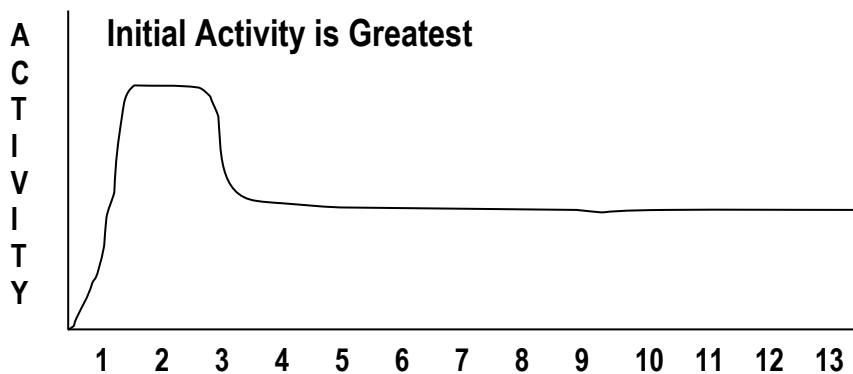
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Exposure & Activity

Market Exposure Based on Price



- ◆ A cushion may be desirable, but only if prospective buyers are willing to negotiate.
- ◆ An overpriced home is not likely to be shown as often.
- ◆ If shown but not sold, a home may be used to make other listings more attractive.



You could lose interest of agents and prospective buyers by improper pricing.

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***Debbie Blais Real Estate, Inc.
Advertises In The Following Media***

BROCKTON ENTERPRISE

MPG NEWS

PATRIOT LEDGER

MIDDLEBORO GAZETTE

THE SPECTATOR

FALL RIVER SPIRIT

THE CHRONICLE

THE ADVOCATE

STANDARD TIMES

PATRIOT LEDGER

ANTIQUÉ HOMES

THE REAL ESTATE BOOK

Our listings also appear in the following searchable data bases.

OUR WEBSITE @ www.debbieblais.com

AAA.com

America Online

Backpage

Boston.com

Chicago Sun-Times

CompuServe

Craigslist

Daily Herald

Excite

Google Base

Homefind.com

Homes.com

I won

Juno

LiveDeal

Lycos.com

MassachusettsRealEstate.com

MassLive

Metro West Homes

MLSHomeFinder.com

Monstermoving.com

MSN

Netscape

Net Zero

Oodle

Point2Homes

Propsmart

Realtor.com

RealEstate.com

Suburban Real Estate News

Telegram.com

Trulia

Wickedlocalrealestate.com

WSJ.com

WWLPRealEstate.com

Yahoo

**WE ROUTINELY FAX HIGHLIGHT SHEETS
TO AREA BROKERS TO FURTHER PROMOTE YOUR PROPERTY.
DEBBIE BLAIS REAL ESTATE, INC. ROTATES THE ADVERTISEMENT OF
LISTINGS IN AN EFFORT TO KEEP THEM FRESH.**

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