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FOR SALE  
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215.369.HOME

Tap Into... Drew's Clues  
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# Drew's Clues




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## Tap into Drew's Clues at HomesInBucksPA.com

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**wishing you a  
happy holiday season  
and a  
PROSPEROUS NEW YEAR**



### Enroll in My Market Snapshot Program



Stop wasting time searching Realtor.com for active, pending and settled homes in the community where you live. With one simple step, you get automatic updates via e-mail of all the real estate activity in the MLS for your neighborhood! You pick the frequency of emails & the community you want to get info on--whether its the one you currently reside in or the one you want to move into!

**\*Las Posadas\***

For many families in Mexico, Las Posadas, a procession originated in the 16th century with St. Ignatius Loyola, has always been part of the celebration of La Navidad, the birth of Christ. As some of these families moved north to various parts of the United States, they took their tradition with them. What started as a novena, nine days of prayer, later moved from the church to the community and was celebrated in people's homes. It is a reenactment of Joseph and Mary's difficult journey and their search for lodging before the Christ child was born. They went from one house or farm to another asking for shelter. The procession is led by children, followed by adults and musicians. When they enter a house, they begin the evening with prayer, then the evening moves on to music, fireworks, food, candy and treats for all. Children and adults look forward to the celebration as their processions lead them to a different home each night of Las Posadas. From December 16 to 24, there are elegant preparations in homes, religious activities and Posada events that today are both traditional and modern.

### Active Adult Community

Have you noticed all the progress happening at Toll Brothers', the nation's leading builder of luxury homes, REGENCY at YARDLEY. By allowing me to represent your interests in choosing one of these new, highest quality homes, you will gain flexibility and leverage when negotiating important terms such as site selection, options, premiums, timing, commission rate plans for selling your current home and more.



I am a member of a select group of Realtors® to sit on Toll Brothers Advisory Board, and by contacting me first, before visiting the site, I can offer special incentives, keep you up-to-date on other news about this exciting opportunity plus save you thousands of your hard earned dollars!

*I've been contacted by many - are you curious?*

### Planning for the Future

**Here's how I, and my unique, creative marketing plan will help you sell your home in the shortest period of time, and for the best possible price!!**

Here's how to get started on your goal to sell your home so you can move to a new one:  
First, make the outside of your home attractive. Drive-by prospects are more likely to be interested in winter if the snow is shoveled.  
In the spring selling season, be sure the lawn is cut and there are no toys or miscellaneous objects in the yard. Flowers near the entry are a plus. If one or more rooms are a loud or unusual color, repaint!  
I'll help you stage the inside of your home. Buyers decide whether they are interested in a home within 30 seconds after opening the front door. Rent a storage building and put your extra furniture into it. Make the home look more spacious by decluttering. Send the extras to storage or to a charitable organization.  
Organize closets and drawers. Prospects will open them and look inside.  
Depersonalize the house. Leave no personal objects in view on bathroom counters. Remove family photos from bookshelves and walls so prospects can visualize themselves in the home.  
I will take photos of the interior, exterior and special features, and use them in newspaper ads and on the Internet.  
I will place a For Sale sign in the yard. I frequently get calls from people who have seen a yard sign and are interested in the

property.  
My Market Analysis techniques will help you set a competitive price. You might think it's worth \$450,000, but if comparable homes have sold for \$375,000, buyers will go elsewhere. I will create a customized "fact sheet" for distribution to interested parties. It will tell the home's square footage, have an exterior photo, one or more interior photos, a listing of the home's special features, the locations of parks and schools, and information about property taxes and utility costs.  
When a showing is scheduled, first make sure the house is clean. Your home should appeal to all five senses:  
• Sight: Open the blinds and drapes to let in natural light. Keep your pet out of the home.  
• Smell: Put out flowers and candles in the main rooms and a colorful bowl of fruit on the dining table.  
• Taste: A hot pot of coffee helps with taste and aroma.  
• Hearing: Turn off the sound on all television sets and computers. Have background music playing softly.  
• Touch: Ask your agent to have the guests sit on the softest couch.  
• Space: By removing clutter and excess furniture, etc., your home will look much larger.  
I, and my professional staff are ready to do everything necessary to get your home sold in the shortest possible time at the best possible price so you can move into the home that meets your current and future needs.

