

USE THE MLS® TO HELP SELL YOUR HOME

When selling your home you want to make sure as many potential buyers as possible are aware of your property. The best way to ensure that “maximum exposure” is through the services of a REALTOR® and the Multiple Listing Service (MLS®).

REALTORS® are experts, trained and licensed in the field of real estate, who service the needs of the public in the buying and selling of homes. All are members of local real estate boards and have access to the MLS® – an extensive network of listing across the country.

The MLS® is a central registry of properties used by REALTORS® to match buyers with homes on the market. MLS® is described as a “cooperative marketing system” to ensure maximum exposure of properties for sale.

The MLS® is very effective in 2008; sales across Canada from MLS® listings totaled an amazing \$58 billion.

MLS® is a sophisticated computer database of properties indexed by price, location, type of home, number of bedrooms, amenities and so forth. Photos of homes may also be available on-line and, over the past year, many real estate boards have added their MLS® listings to the Internet through Realtor.ca.

With MLS®, a REALTOR® can search the database for homes that suit budgets, location preferences and family requirements, and quickly put together a short list of suitable homes.

MLS® gives the home buyer an extraordinary amount of choice and flexibility. The search for homes doesn't have to involve driving around neighborhoods looking for “for sale” signs. Nor will it mean relying on homes listed only in newspapers or real estate magazines. With the MLS, an entire spectrum of available properties is at your REALTOR®'s fingertips.

Even if you're moving across country or to a distant part of the province, the MLS® can be used to scout homes in advance, greatly reducing the worry that often comes with relocation.

Using the MLS® cuts through the complexities, exposes your property to those most likely to purchase it, and makes sure you won't waste time showing your home to those who aren't truly interested.

So, when you've made the decision to sell, make sure you ask you REALTOR® about MLS® listing. It could be that you REALTOR® will already know of a number of potential buyers, but in most cases, an MLS® listing will open up a broader range of interested parties.