

⑧ Have a professional on your side

The seller has a professional looking out for his interests and so should you. An experienced buyer's agent will negotiate the best terms and price, and make sure your interests are equally represented. We represent buyers like you every day. Let us put our experience to work for you!



Sasha Miletic, Broker

REMAX Preferred Realty Ltd., Brokerage
Independently Owned and Operated

6505 Tecumseh Road East
Windsor, Ontario N8T 1E7
519.962.9150 (direct)
519.944.5955 (office)
519.790.0110 (fax)
info@SashaMiletic.com

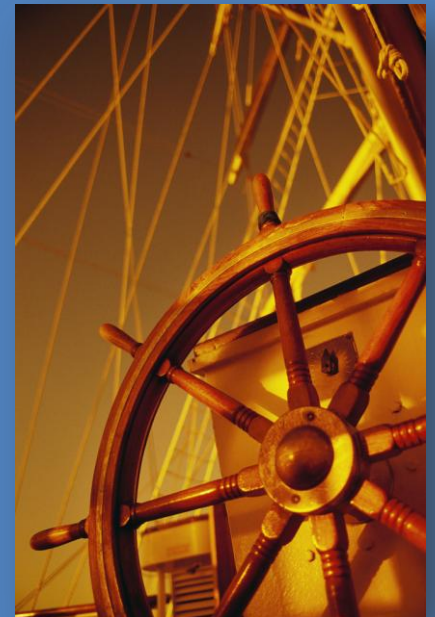
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WISE BUY



8 Tips for Navigating Today's Market

Wise Buy: 8 Tips for Navigating Today's Market Like a Pro

With an ever-changing real estate market, it's important to have up to the minute knowledge that applies to today's unique environment. These tips will help you navigate the market like a pro.

① Don't shop without a pre-approval

By getting approved for your mortgage in advance, you'll know exactly how much home you can afford. Sellers will also take you more seriously during negotiations.

② Keep your cool

During a buyer's market, it can be tempting to make quick decisions out of fear. Don't jump at the first house you like just because you're afraid of losing it to another buyer. Take the time to look around and see what else is on the



market before making an offer. Then negotiate a fair price and terms that suit your situation.

③ Educate yourself on the market

Do a little research to determine an area's average price per square foot so that you can weed out the time wasters. A seller that has an inflated idea of his home's value is likely to have unrealistic expectations. Why waste time trying to make these deals work when there are more competitive sellers awaiting your offer?

④ Beat other buyers to the punch

Let us know your search criteria so that we can stay on the hunt. As soon as a new listing enters the market within your criteria, we'll send you pictures and property specs. If you like it, we'll schedule a showing right away!

⑤ Don't rely on the listing office to deliver your offer

If the listing agent is in appointments outside the office, your offer could sit on her desk all day before she sees it. Don't



give other buyers a chance to sweep in with a better offer. Let us deliver it for you and follow up until the seller responds.

⑥ Get the seller's attention

Send a strong impression by including a large good faith deposit with your offer. The seller will feel more secure in accepting a lower price or giving in on terms when he knows you mean business.

⑦ Give your contract a KISS

When deciding on the terms of your purchase agreement, give your contract a KISS. In other words, **Keep It Simple Stupid**. Be selective in the contingencies you request and don't add unnecessary language or demands.

