



Word on the Streets

Your **BEST** source for real estate information.
 Compliments of Troy Hensley & Susan Eiseman, REALTORS®

ERA Breese, Craft & Hensley, LLC



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How Much is Your Home Worth? 3 tips for figuring the price

You're facing a move:

- You have a new job in another location
- You want to down-size OR up-size from your current home
- You want to move into a different neighborhood.

Whatever your reason, you're now faced with selling your home. But, what is your home worth? How do you set the selling price? Is it a price that will sell your home, or have it languishing on the market?

Troy Hensley and Susan Eiseman with ERA Breese, Craft & Hensley want you to be informed on this important decision so they've offered the following tips for calculating the worth of your home before you put it on the market.



Choose Troy and Susan and **LOOK** at the ways you can receive cash back!

BUY A HOME
 Save **thousands of dollars** or receive **\$500**.
 See pg. 2 for details

BUILD A HOME
 Receive **\$1000**.
 See pg. 2 for details.

TIP 1—Comparing apples vs. apples

Be sure that you are researching properties that are similar in size, construction and location. This information is not only available at your local recorder's or assessor's office but also through private companies and on the Internet.

TIP 2—Having an appraisal done

An appraisal, for which you'll need to pay a certain amount, is a certified appraiser's opinion of the value of a home at any given time. Appraisers review numerous factors including recent comparable sales, location, square footage and construction quality.

TIP 3—Comparative market analysis (CMA)

A comparative market analysis (CMA) is a simple method for determining a home's value. Your real estate agent will be happy to provide a comparative market analysis, an informal estimate of value based on comparable sales in the neighborhood.

Why get bogged down in all the research?

Let Troy and Susan do all the legwork for you. They will perform a CMA free of charge and will offer valuable suggestions for selling your home. Eliminate the frustration and take the easier way with **Troy and Susan!**

They are **Neighbors Helping Neighbors.**

Selling or Buying a Hurricane Home



What can you expect?

HOME SELLERS

The good news is that the real estate market has rebounded from the impact of the back-to-back hurricanes experienced in 2004. 1000 people move to Florida every day and mortgage interest rates still offer several attractive options. Many older homes are being purchased, torn down, and newer homes are replacing them that adhere to stricter hurricane codes.

If you sustained damage to your house, make sure you hire a Certified Residential Inspector and make major repairs prior to putting your house on the market.

HOME BUYERS

Not every house was affected by the hurricanes. But, you need to perform due diligence and hire a Certified Residential Inspector. Make sure that all major aspects of the home are inspected for damage—roofs, windows, foundation, walls.

If it's an older home, be aware that some amount of damage may have been sustained. If it's a newer home there may not be any damage at all. Your inspection report can advise you of trouble spots.



Building a new home? Receive a \$1000 rebate!

If you're thinking about building a new home, call Troy or Susan **BEFORE** you sign a contract with your builder; and be eligible for a **\$1000** rebate at closing!

Home building is complicated and can be frustrating. Work with people who are experienced in the intricacies of building new homes. Remember, Troy and Susan represent **YOU** and look out for your best interests.

Call Troy Hensley, REALTOR® (407-810-5348) or
Susan Eiseman, REALTOR® (407-924-6386)

Save Thousands of Dollars!

Buy a house from Troy and Susan and we **GUARANTEE** we'll save you **2% off the purchase price** OR we'll give you **\$500 cash** at closing.



Example:

Purchase price:	\$181,000*
2% Savings:	<u>\$ 3,620</u>
Final purchase price:	\$177,380

Don't miss this opportunity to save, contact:

Troy Hensley, REALTOR®: 407-810-5348 (ERAHomeTeam1@yahoo.com)
Susan Eiseman, REALTOR®: 407-924-6386 (RELady1_2000@yahoo.com)

* Average sales price in Orlando (Source: Orlando Board of Realtors)



Curb Appeal or Curb Repel? **Are you scaring away the buyers?**



Buyers like to do drive-bys. Imagine driving by a house that's for sale and finding:

- That the yard hasn't been mowed recently
- The yard if full of bikes or toys
- That the yard is overgrown and full of weeds or bare patches
- That the paint is a neon color, or the paint is peeling
- The front door is hidden by an overgrown bush that still sports last year's holiday lights

If the home's curb appeal is terrible, the majority of buyers WON'T even make an appointment to go inside.

INCREASE THE CHANCES FOR SELLING YOUR HOME

- **YARD.** Sweep the sidewalk, mow the lawn, prune the bushes, weed the garden and clean debris from the yard. Plant a few annual flowers near the entrance or place them in pots near the door.
- **HOUSE.** Clean the windows (both inside and out) and make sure the paint is not chipped or flaking. And speaking of paint, if your home was built before 1978, new federal law gives a buyer the right to request a lead inspection. If you think you might have some problems, do the inspection yourself beforehand and make any fixes you can.
- **SMALL DETAILS.** Be sure that the doorbell works, polish the hardware, sweep the cobwebs from under the eaves

Is your house ready? Call Susan and Troy today for additional ideas for increasing your chances!



Receive \$350 Today!

Beverley Sackman & Gina Ayres
The Team You Can Trust

Gina Ayres and Beverley Sackman, loan professionals with SunTrust Mortgage, Inc., have teamed with Troy Hensley and Susan Eiseman with ERA Breese, Craft & Hensley in order to bring their neighbors the incredible offer of **\$350 credit toward closing costs on a new home loan.**

IT'S EASY!

- 1) Let Troy & Susan assist you in finding your home
- 2) Contact Gina or Beverley and complete a mortgage application
- 3) And, after approval, you'll receive **\$350** back at closing*

Neighbors Helping Neighbors With the Right Choices.

SUNTRUST

SunTrust Mortgage, Inc.

Beverley Sackman

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Gina Ayres

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* Offer good on original loans only, no refinances. Consumer is responsible for paying the \$350 application fee, which, upon loan approval, will be credited back to the consumer upon closing. This offer applies only if the consumer uses Troy Hensley & Susan Eiseman as real estate agents for the buyer; AND applies for and is approved for a loan through Beverley Sackman & Gina Ayres with SunTrust Mortgage, Inc.



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Hensley & Eiseman

Getting the RESULTS you deserve!


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ERA Breese, Craft & Hensley, LLC

2020 Aloma Avenue
Winter Park, FL 32792

 Licensed Real Estate Broker

**Receive a
\$1000 rebate**

See page 2

If your home is listed with another broker, this is not intended as a solicitation.



Featured Properties



Beautiful 4/2 with Designer Upgrades!

Like new, large 4 bedroom, 2 bath with large private fenced backyard. Fall in love with the large master suite that includes a garden bath. This home is in move-in condition.

\$169,900 (MLS#O4595666)

Call TODAY! Troy 407-810-5348 or Susan 407-924-6386

Large private yard. Shows like a model!

This 4 bedroom, 3 bath looks and shows like a model. The master bedroom is a retreat in itself. Over 2000 sq. ft. of home located on the water!

\$349,900 (MLS #O4596158)

