



# IT'S A JUNGLE OUT THERE

You need someone who knows the ropes. A leader with the technology and keenness to navigate the tangles of buying and selling homes.

## SIXTH SENSE

Negotiations are inevitable. You need a pro who can anticipate what's coming and has your back.

## NOSE LIKE A BLOODHOUND

Although an automated search can present an idea of what's out there, it can't show you hidden gems. Like the soon-to-be-available or the for-sale-by-owner. RE/MAX agents work hard to track down the unnoticed.

## STEADY HAND

Each state plays by its own rules. You want an expert who knows how to dismantle obscurity so your deal doesn't fall through the cracks.

## NATIVE TONGUE

Want to know the statistics on a desired neighborhood? Or the details on a particular school? RE/MAX agents have all the best secrets only a local would know.

## THE TOOL BELT

Virtual home tours. The user-friendly mobile app. A few well-timed dad jokes. The RE/MAX agent is always prepared with the highest-quality arsenal.

INTRODUCING

THE  
RE/MAX  
AGENT



THE RE/MAX AGENT

## DON'T BE FORGOTTEN IN THE WILD

Completing a few simple tasks can make a positive difference in your selling experience. Make your home a must-see with this mini checklist.

### HOME SELLING TO-DO CHECKLIST

|  |  |
|--|--|
|  | <b>Refresh your curb appeal:</b><br>Tend to your lawn, touch up your paint and add some mulch. These little things won't hurt your wallet and can instantly help boost your home's value.  |
|  | <b>Clean and declutter:</b><br>Life happens. And before you know it, you have dusty appliances, shoes piled by the front door and kids' toys under your feet. Just remember, the more you keep everything organized, the more you can increase your chances of a sale. |
|  | <b>Minimize décor:</b><br>Though you may think all those pictures of you and your friends getting wild on vacation are cute, it can make it difficult for buyers to imagine their own memories in your home. Just keep thinking: less is more... less is more...       |
|  | <b>Add plants and/or flowers:</b><br>Plants and flowers can give us feelings of freshness, calm and growth. Which tends to be exactly what buyers are looking for in their search for a new home.  |
|  | <b>Replace old lightbulbs (both indoor and outdoor!):</b><br>Let's shine a little light on the subject, shall we? The brighter the room, the bigger and happier it feels. Sidestep a dim showing and replace any outages.  |
|  | <b>Remove scuff marks:</b><br>No need to rent a buffer (unless you want to), just wet a towel or grab some cleaner. It's a quick way to take years off your floors and cabinets.   |
|  | <b>Repaint walls:</b><br>A surefire way to brighten and clean your walls. Plus, choosing lighter paint colors can help rooms appear larger. Adding a mirror will also help a room instantly grow!  |
|  | <b>Spot clean carpets:</b><br>We all love our pets, but wow, they give our homes a beating. If your floors and carpets are spotted, rent a shampooer for the deepest clean. And maybe cover that stain on your couch with a blanket.                                   |

You have an exciting move on the horizon. And the great news, you'll have more time to prepare with a RE/MAX agent doing the heavy lifting on your negotiations.

### SURVIVOR TIP

Want more ideas? Visit [remax.com/blog](https://www.remax.com/blog) for extensive suggestions on preparing your home to be sold.



## WHEN YOU'RE READY TO SET UP CAMP

You can view all the listings in thousands of cities and towns on **remax.com**. And because RE/MAX agents truly listen to your needs, you can find a home that fits your life and style.

### THINGS TO CONSIDER WHEN FINDING YOUR NEW HOME (THE FUN STUFF)

Is it located near your favorite restaurants?

How's your work commute?

If you have a family, what child will get what room?

If you're a growing family, can you add on to this house?

How will you arrange your furniture? Or better yet, what new furniture will you buy?

Have you started pinning your favorite décor ideas?

Do you like to cook? How's the kitchen?

Like to host? How's the dining and living room layout?

Bathtub or shower? And how's the water pressure?

Introduce yourself to your neighbors. (Are they loud? Better to know now!)

Do you want sun or shade, and in which rooms? Consider the directions your new home will face.

Whether you're buying, selling or both, the adventure of real estate is one of the biggest and most exciting transactions of your life. Congratulations on selecting the expert guidance of a RE/MAX agent. With their combined experience, tools and know-how - you'll be glad you did.



### SURVIVOR TIP

When it's time for your housewarming party, here's a drink recipe to get you started:

#### Lion's Roar Punch

2 liters orange soda, 1 pint fresh strawberries, hulled and sliced, 2 cups pineapple juice, 1 quart sherbet

Need a kick? Add a little gin or rosé champagne for those adult taste buds.



## THE BUY