



MENTOR LISTING

REALTY, INCORPORATED

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Selling Your Home in a Down Market

How being a savvy real estate consumer can lower your costs and reduce the impact of the soft market on your home sale.

INDIANAPOLIS, IN – October 28, 2008 – There are things you, as a home seller, can do to positively respond to the bad real estate market. If you make the right moves, you can be a survivor, not a victim, of the real estate crisis.

Here are the best strategies if you have to sell your home a bad market:

- **Forget about what you could have sold your home for last year.** Price your home for current market conditions. When your home is properly priced, it will stand out among the many homes that are not.
- **Price you home correctly from the first.** The most important time to price your home appropriately is when you initially list it for sale. Discounting your home price early might avoid even larger discounts after it has been on the market 90 days or more.
- **Aggressively price shop for title insurance.** Title insurance is one of your largest costs at closing, and a few minutes price shopping will save you hundreds, sometimes thousands, of dollars. See the *Seller's Resources* page at www.MentorListing.com for more tips on how to lower your costs for title insurance.

- **Don't pay a full real estate commission.** Despite the efforts of state and local REALTOR® associations, most areas are served by *discount* or *fee for services* brokers. Using one of these companies will cut your real estate commission cost in half. Mentor Listing Realty offers such services in Indiana and Illinois. See www.MentorListing.com for more information on how such programs work.

Mentor Listing Realty is a licensed real estate brokerage offering flat fee MLS listing services in Indiana and Illinois.

“Our service lets property owners list their homes on the REALTOR® owned Multiple Listing Service (MLS) for a single, flat fee of \$399,” said Brian Waters, President of Mentor Listing Realty. “Traditional brokers charge up to 3½% of the selling price of the home for this service. On a \$500,000 home, Mentor Listing Realty can save a homeowner over \$15,000 when they sell their home.”

With Mentor Listing Realty, the home seller only pays a commission to the broker representing the buyer. “Since the buyer’s broker gets his or her normal commission, we have not seen any resistance in the market place to our concept,” said Mr. Waters. “The time to sell our listings is virtually identical to the time to sell traditional, full commission, listings.”

To receive further information, call Mentor Listing Realty at (866) 269-1006 or visit their web site at <http://www.MentorListing.com>.

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