

23 Tips To Hosting A Successful Open House

By *TamaraPatzner*



Constantin “Chris” Hinova is a Certified Negotiation Expert at Prominent Properties, Sotheby’s International Realty in Hoboken, New Jersey. He offers 23 tips to host a successful open house. “Assuming your home is presentable, spotless from top to bottom, priced correctly and located in a high traffic area, here are some tips to improve the odds your house will sell at an open house,” says Hinova.

Open House Tips

- Advertise online (newspapers are a waste of money). Write colorful, descriptive ads and place them in web classifieds or open house directories, too. Post Internet open house ads everywhere.
- Find the busiest intersection closest to your home and put an open house sign at that corner. The arrows should point buyers in the right direction and add signs along the way to guide buyers to your home. Place a sign every few blocks to guide buyers to your home.
- Did you know that many brokers will advertise your home on their websites?
- If you can, have your most upbeat member of your team stand outside in front of the house or building with flyers to direct buyers. Equip them with flyers. The flyers don’t have to be fancy, and have them give them out liberally.

- If you are getting swamped, the outside person can act as a traffic cop only allowing in one or two parties at most. If possible, have more than one person inside the house also to help with the showing. Just because there's a line to get in, don't rush anyone. Keep in mind that a lingering visitor might just be your buyer!
- Unless you are offering cookies or snacks, do not put spices on the stove to simmer you may just make people hungry and eager to leave to get something to eat.
- Do not, under any circumstances, use an air freshener because many people are allergic to synthetic odors.
- If you can, turn on soft music on each floor to help set a mood. If that's not possible then at least do it in the living room□.
- Have available four-color flyers filled with quality photos and reasons for a buyer to purchase the home.
- Put out flyers that contain financing options so buyers can readily determine their monthly payments including all charges, such as mortgage, common charges, taxes, HOA, etc.
- Serve refreshments and snacks or, depending on your budget, maybe a catered lunch. It's very important to, if possible, have buyers sit down at the dining room table or on the couch to eat and drink your offerings – make them feel at home, their new home that is.
- Set out all documents pertaining to the house: If you did an inspection and fixed whatever issues were present then also put out the inspection report. If not, then wait until you do the repairs then make it available.
- Appraisals are great and if you don't have any try to get a BPO or find a way to get comps.
- Document major repairs and warranties; if you are selling with the potential for improvements then add blueprints or architectural plans□.
- Consider removing area rugs in favor of bare floors, to show continuity of space.
- Remove anything that may seem controversial like a like an animal head on the wall, or a photo with a polarizing politico.
- Of course, you should remove all clutter. Current accepted practice is to make the home look as if it's brand new or just renovated. To that end, most agents recommend removing family

photos.

- Collect all your pets' ancillary items, such as food bowls and litter boxes. And if you can't take them offsite then make sure they are pristine.
- Bathrooms! Don't allow anyone to use the bathroom, this is an open house not an open gas station. The best way to do that is to keep the bathroom door open and make sure that it doesn't close. Use a wedge on the floor or some other device to keep the door open. A closed door between you and complete strangers visiting your home is never a good idea. Remove those fuzzy toilet seat covers and make sure that the lids are down. No one ever purchased a home because they got a gander inside the toilet bowl.
- Lock up and hide your valuables. Just remember that these days "valuables" also include anything that would help an identity thief gain access to your personal information.
- Love your nosy neighbors. We all have nightmares of neighbors snooping through our closets, but in this case it's a good thing. Neighbors have friends who might want to move in the neighborhood, so encourage them to come and ask them if they know someone who might be interested in buying the property.
- Be upbeat and enthusiastic and resist the urge to yell at anyone who throws around low ball offers. They might be just as new at this as you are and maybe they think they're negotiating.
- Always ask for feedback before people at your open house leave and always ask if they know anyone who might be interested in buying your home. You'll be surprised how many homeowners and even brokers forget to do this very important step!

Use these tips to help make your next open house a huge success.

Chris Hinoa prides himself in being a pioneer of online marketing in the Real Estate industry in North Jersey. Having built some of the most respected and researched Real Estate websites in the area, Chris is able to deploy a powerful array of products, skills and strategies to provide for home owners the kind of marketing prowess previously accessible only to the biggest real estate developers.

Chris's Facebook marketing strategies are legendary and "top secret"

so if you want to know how he does it you'll have to ask him directly (917) 545-.3438. Go to: <http://jerseycityrealestate.net/about/> to learn more. Constantin "Chris" Hinoa is a Certified Negotiation Expert at Prominent Properties, Sotheby's International Realty in Hoboken, New Jersey.

Source:: [23 Tips To Hosting A Successful Open House](#)



Expert Home Inspector In Cleveland, Ohio – Tony Savioli

By greg@foottrafficsolutions.com



"The only way to really know is to have it inspected." –Tony Savioli

Tony Savioli, an ASHI home inspector in the State of Ohio, brings some very unique qualities to home inspections in Cleveland.

He worked in the construction industry for nearly three decades before deciding to turn his talents to home inspections.

His practical, hands-on, in-depth knowledge of how homes are built from the inside out gives him an important edge when inspecting your potential home. This unique insight is absolutely essential when you

are making one of the biggest investments of your life.

With that 30 years of knowledge and further targeted study, he earned his Masters Curriculum Degree in home inspection from Kaplan College and then founded Auburn Home Inspection, Inc.

Since then, he's been helping home buyers and real estate agents get the most thorough and helpful home inspections throughout Cuyahoga, Lake, Geauga, Summit and Portage Counties. He inspects single family homes, multiple-family dwellings and condos.

Home Inspector Certification

But his studies haven't stopped there. Tony actively pursues all of the continuing education he can as a member of the American Society of Home Inspectors (ASHI).

To maintain membership in ASHI, he works for at least 20 additional educational credits annually, learning in-depth about a wide variety of home-inspection-related subjects such as gas and electrical utilities, CSST gas line installation and safety from Dominion Gas, electrical systems, code and safety from First Energy, air vent systems, chimneys and fireplaces, insulation, roofing, pest, structural, etc. Many of these advanced courses are recommended and certified by the State of Ohio.

His continuing education helps fuel his passion: being able to provide the best home inspections that keep you and your family safe and help you make wise choices during the biggest and most important investments you will make in your life.

You will also discover something else unique when you have Tony do your [home inspections in the Cleveland Ohio area](#).

Unbiased Home Inspection Approach

Unlike some area home inspectors who only see the negative issues, Tony brings a professional, positive and unbiased approach.

He brings his utterly-professional, positive attitude to every job and leaves no corner or system unchecked.

He conducts unbiased, "just-the-facts" inspections that give home buyers and Realtors the data and power to make good decisions. He provides you with thorough reports in PDF format with color pictures and detailed explanation.

He works closely with Realtors to workout any issues and he can recommend trusted contractors that he knows are capable of repairing any issues he finds during the inspection process.

Folks who've worked with Tony are eager to refer him to their friends because they've found him to be:

- Patient and thorough during the inspection process
- Happy to answer any questions
- Flexible to work within their schedules
- Very Detailed in his reports

Tony is laser-focused on home safety; safety issues are the very first things he checks during each home inspection. Some of the top concerns he warns home buyers about include:

- Electrical systems
- Septic tanks
- Moisture issues
- The foundation
- Code violations
- Roofing
- Smoke alarms
- Appliances: range, oven, refrigerator, dishwasher, garbage disposer, trash compactor, whirlpool tubs, etc.
- And everything else related to your safety and investment in the home.

Another added touch that Tony provides as an Ohio home inspector is a home maintenance guide to help both home buyers and home owners

protect their home investment for years to come!

If you are looking to sell a home, Tony recommends having an inspection before putting your house on the market – especially if it's an older home.

Get the facts and protect your home investment!

Schedule an appointment with Tony (440-709-4505) for the most thorough, professional home inspection in Cuyahoga, Lake, Geauga, Summit or Portage Counties today.

Source:: **Expert Home Inspector In Cleveland, Ohio – Tony Savioli**



Rafael Garzarelli Of Howe Rentals Helps Contractors Win Bids With Cost Saving Strategies

By info@profoundprocess.com



With a degree in Business Management, Rafael Garzarelli landed a job at a bank after he graduated from The University of Utah. However, it was his experience as an Army helicopter mechanic that led him to the construction industry. Now, he combines his knowledge and experience to help builders with their rental equipment needs as CEO of Howe Rentals.

Construction jobs are on the upswing, along with associated costs. Garzarelli mentions a common misconception of contractors, "Most, I think, they've got the idea that if there's something that they think they're going to use all the time, and they're going to have this huge job and it'll last for a few years, then they'll say, 'Maybe we need to buy that.' "

"It is to their advantage to rent the equipment instead of trying to buy it," states Garzarelli. "There is cost involved, of course, in the rental, but if you buy the equipment, then you've got to hire mechanics to maintain and repair it, and drivers to take the equipment to the job sites."

Deonta Smith, a procurement research analyst for IBISWorld, concurs, explaining: As the economy bounces back from the recession, construction activity has picked up again and more construction firms have entered the market. Thanks to this increased activity, demand and prices for construction equipment have been rising, increasing contractors' operating costs.

According to Garzarelli, "It's a lot easier for contractors, when they put in their bids, or an estimate, to put a rental rate in there. Include the rental rate and delivery and everything else on it. They basically pretty much know what the labor is going to be, what the cost of materials is going to be, and what the cost of equipment is going to be."

From the same newsletter in Construction Executive, Smith also stated, "Because contractors incorporate labor, machinery and building materials costs into their contract bids, strategizing when to rent or buy construction equipment can help them cut operating costs—allowing

contractors to submit lower bids and win more business.”

Renting equipment also provides easy access to the newest and best models. Many rental companies upgrade their inventory on a regular basis. They also have specialized mechanics to keep their equipment in peak performance condition.

“If you rent a piece of equipment, and it breaks down, you just give us a call and we send a mechanic to fix it or in some instances we will replace it with another piece of equipment, so you don’t really have any down time,” another benefit Garzarelli is quick to point out.

Garzarelli knows maintenance is a large factor to consider when comparing a purchase vs. renting. “Maintenance of that equipment is usually included in the rental.” He goes on, “If it’s your piece of equipment and it breaks down, you’ve got to either take it someplace to get it fixed, or you need to have a mechanic on staff and he’s got to order parts, and wait for them to come in. We’ve got customers, they come in and they say, ‘Well, yeah we’ve got two or three of those items in our fleet, but none of them are operational.’ ”

There are additional things to keep in mind when comparing a purchase vs. renting. Garzarelli starts to list a few, “Insurance, maintenance, transportation, costs.” He continued, “You have to have the right trucks to deliver equipment to the job site.” Renting equipment also means you don’t need to store it or pay to have it stored, allowing for more cost savings.

Garzarelli’s business management background resurfaced for a final piece of advice, “Remember, rental expenses can be deducted as a business expense.”

About Howe Rentals: Howe Rental & Sales is a locally owned and operated company since 1953. The Garzarelli family purchased Howe Rents from the Charlie Howe Family in 1988. Located in Murray, Utah, Howe Rental serves the intermountain area with the largest and most complete selection of specialty quality equipment and tools to assist you with any size project.

To learn more about Howe Rentals, visit their website at:

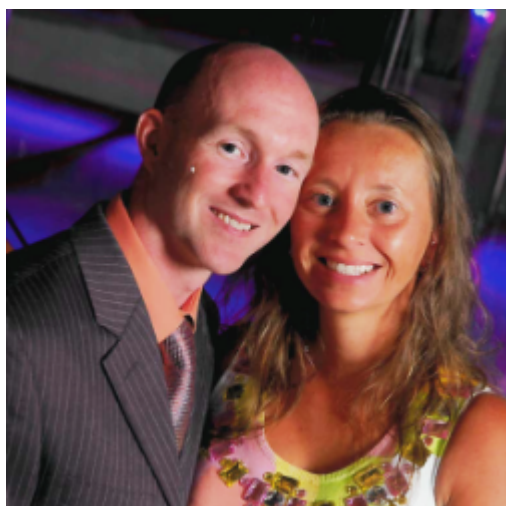
<http://www.howerentals.com/>.

Source:: [Rafael Garzarelli Of Howe Rentals Helps Contractors Win Bids With Cost Saving Strategies](#)



Michael Ritter Of Great Lakes Heating And AC Offers Home Safety And Comfort Tips

By info@profoundprocess.com



With heating season upon us, Michael Ritter of Great Lakes Heating and Air Conditioning shares tips on keeping us safe and comfortable in our homes. Heeding his advice, homeowners can also save money on their utility bills.

“What we do is save people money while keeping them safe and comfortable at home,” stated Ritter.

Do-it-yourself homeowners may try to work on their own heating and cooling systems, something Ritter claims can be costly. “There are plenty of people that try to fix or maintain it themselves,” he said, “They’re trying to save a nickel here and there, and, in the long run,

it costs them more money."

Heating unit manufacturers now offer long warranties that are void if anyone other than a certified technician performs maintenance. "If they have newer equipment, the manufacturers require that any work is performed by a licensed, certified contractor to keep the warranties valid. They have extended warranties now on equipment that are longer than they've ever been since I've been in the industry, but they do require them to be maintained," explained Ritter.

A heating system that is not tuned up properly can also cost homeowners more in their monthly utility bills due to the amount of electricity or fuel being used. Ritter described what some in the industry call a 'blow and go:' "They go in there and change the filter and kind of blow on it and leave." Because it's no longer a new furnace, adjustments are needed to make sure the appropriate amount of gas and electricity are being fed into the system.

"They all have parts and components that are going to be getting dirty and going to be having normal wear and tear. Those are the adjustments that we make," Ritter continued. "That normal wear and tear put something out of tolerance so we need to adjust that, dial it back into the proper tolerance so that it's running efficiently."

Calculating the right size heating system for your home is also very important. "If they're going to install a brand new system, they should certainly hire a licensed, bonded contractor, preferably NATE certified, someone who can do a load calculation on their home," advises Ritter. "If the person giving them a bid on the equipment doesn't do a load calculation, I would never buy from them."

"If they're not doing that, there's a slim chance they'll put one in that's too small and then they won't be comfortable. More than likely, that contractor's going to cover himself and make sure it's big enough, in which case it's probably going to be oversized and it's going to cost in utility bills and cause the unit to break down prematurely," warns Ritter.

Installing a heating unit that is too big for a building can cause it to break down sooner. "It will short cycle," explains Ritter, "so, it will actually run more than if it was properly sized because it will be short cycling."

Guidelines published by the U.S. Environmental Protection Agency volunteer program, Energy Star, confirm Ritter's knowledge.

"Oversizing will shorten the life of the equipment by causing it to cycle on and off more frequently than a properly-sized unit.

Undersized equipment with airflow that is too low can cause distribution efficiency drops and accelerated wear on system components, leading to earlier failure."

Ritter's experience has shown that homeowners don't always know what questions to ask. The second-most important questions they should ask involves their personal safety. He strongly advises, "Ask if the contractor actually employs or if he subcontracts, and if he does a background check on his employees. The number one trades taught in prisons right now across the U.S. are HVAC, heating and air conditioning and plumbing."

"Spending time in prison leads to increased criminal earnings," when prisoners return to society, Donald T. Hutcherson II, Sociology professor at Ohio University, told National Public Radio in an interview.

"I think homeowners take it for granted that contractors do that, but I know that a lot of them don't," states Ritter. "Some of them have told me that ignorance is bliss. It's really difficult in our industry to find quality employees that are able to do the work."

That is why Great Lakes hires based on a person's people skills and ethics before sending their staff to school to learn the mechanical skills. "They end up with an actual college degree through ABC Associated Building Contractors of Indiana and Kentucky," a process which Ritter realizes takes a long time but produces a top-notch employee, one who can be trusted to help keep your family safe and comfortable in their home.

To learn more about Great Lakes Heating and Air Conditioning, call (574) 287-5046. Or, visit their website:

<http://www.greatlakesheating-ac.com/>.

Source:: [Michael Ritter Of Great Lakes Heating And AC Offers Home Safety And Comfort Tips](#)



Heath Gooden of Heath's Home Remodeling Offers Advice To Homeowners



Finding the right contractor for a remodeling project can be a difficult process for most homeowners. They face the grueling tasks of finding trustworthy contractors to let into their homes, sorting through estimates, determining how to get the best bang for their buck, and investigating whether or not they need to obtain a permit.

Heath Gooden of Heath's Home Remodeling says "any general contractor who is doing work for someone, should always obtain an electrical, plumbing, and building permit".

As a licensed and insured contractor in the state of New Jersey, Gooden emphasizes to homeowners the importance of hiring a licensed and insured contractor for home repairs and remodeling projects. "The reason to go

with a licensed contractor is simple...you can always save money by going with a non-licensed contractor, but if and when something goes wrong, [the homeowner] has nobody to go after”.

Gooden also warns homeowners that not all licensed contractors are currently insured. “There’s a lot of contractors that are licensed, but not insured. They’ll show up and they’ll give you a copy of an insurance policy that’s old. That’s when you have to step in to protect yourself”.

Gooden believes that homeowners should get detailed written estimates to better understand what services the contractor will be providing. Mike Holmes of HGTV’S *Holmes on Homes*, shares the same advice saying “A contract is the start of your relationship with a contractor. In working out the contract details, it will really show you whether this person is someone you can work with over the course of the project.” According to Gooden, there are a number of contractors who use printed, generic “carbon copied contracts” with very little details. Without a detailed contract homeowners can be faced with costly surprise charges.

Gooden credits his success to his faith in God saying “I gave my business to God and it’s been flourishing ever since”.

Gooden’s journey to success did not come easily. “I was diagnosed with brain cancer back in 2005. The doctors gave me 6 months to live. I started attending church...and I gave myself to Christ. I just noticed how

everything that the doctors told me turned full circle. That just let me know that God has another calling on my life and on my business.” He further says, “He gave me the vision for my business while I was sick. Once I became healthy and cancer free, me and my wife prayed [for] the business and we started [it].”

Gooden’s first customer was Tre Thomas, former Pro Bowl offensive tackle for the Philadelphia Eagles. “I did his gym, 7 Deuce Sports. It’s just a blessing that we started our business and started it debt free.” Other pro football players have used Gooden’s services.

According to Gooden, providing a great service and word of mouth referrals have contributed to his company’s growth.

For more information about Heath’s Home Remodeling contact 856.505.0480 or visit HeathsHomeRemodeling.com.