



*Bob Lewis Does Real Estate Right!
Call The Listening REALTOR® Today!*



Around The Clock - Around The World

**How To
Buy Or Sell Real Estate
Guide Book
Bob Lewis, REALTOR®
RE/MAX Realty Group**



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What Is The Purpose Of This Guide Book?

The purpose of this guide book is to provide the information you need to help make the best decision when you select the person and company that will best represent you when you buy or sell property.

RE/MAX is the premier choice among those buying or selling homes who believe that a successful real estate transaction means more than just walking away satisfied, but rather, walking away delighted with the experience, and feeling a sense of peace with the results.

Selling or buying a home is more than just a financial decision, it is an emotional one. That's why it is so important to choose the right real estate professional—one who is not just a sales person, but one who cares about you and your needs. In order to do this, your full-service real estate representative must be:

- Your Marketing Manager
- Your Transaction Coordinator
- Your Community Consultant
- Your Property and Neighborhood Specialist
- Your Experienced Negotiator
- Your Trusted Advisor and Business Friend
- Your Real Estate Professional

That is the way Bob Lewis sees his role.

He lives by his “motto” -

Bob Lewis Does Real Estate Right!

Let Bob and RE/MAX do it for you!



CALL BOB!

239-565-0330



Who is RE/MAX? Why Should I Use RE/MAX To Help Me Buy Or Sell Property?

Corporate Information

Based in Denver, Colo., RE/MAX International oversees a network of more than 114,000 agents in more than 60 countries. .

The RE/MAX network is made up of more than 70 regions, varying in size from a metropolitan area to an entire country.

RE/MAX values community involvement at all levels of the organization, from individual Associates to corporate headquarters. Children's Miracle Network and the Susan G. Komen Breast Cancer Foundation are two prime beneficiaries.

Why use RE/MAX?

When you choose a RE/MAX Sales Associate to sell your home or help you purchase a new home, you'll experience a whole new level of service.

First, RE/MAX Associates are The Hometown Experts With a World of Experience®. Across the globe, they make their living in the same communities in which they live. They're the people next door, or just down the block.

Consummate professionals, RE/MAX Associates on average lead agents of competing brands in advanced real estate education and production. That's why they're known as "The Real Estate Leaders®" and why no one in the world sells more real estate than RE/MAX. And, Bob Lewis Does Real Estate Right!

Customer Satisfaction

The proof of quality service is in repeat customers and in customers who refer RE/MAX Associates to their friends. RE/MAX Sales Associates average 70 percent of their business from repeats and referrals, while other agents average about 30 percent from those sources.

Education

RE/MAX Associates lead agents of competing brands in professional designations, which denote specialized training and education. They dominate the Accredited Buyer Representative (ABR), Certified Relocation Professional (CRP), Certified Residential Specialist (CRS) and Leadership Training Graduate (LTG) ranks.

Miracle Home®

Why list your home with a RE/MAX Associate? Your home will be designated as a Miracle Home®. If it is, your RE/MAX Sales Associate, Bob Lewis, will make a contribution on behalf of the listing and/or sale to the local hospital affiliated with the Children's Miracle Network. The funds raised in your community remain in the area to benefit local children.

For All You're Worth®

On average, RE/MAX associates sell more real estate than other agents. They are better qualified to set the right price for the homes they list, are better equipped to market those homes, and are likely to find a buyer in a shorter period of time. That experience and education also means they are better qualified to find the right home for any buyer.

Competitive Advantage

The real estate network that has the most competitive advantages to offer both home buyers and sellers will be an industry leader, and RE/MAX is that network. No one in the world sells more real estate than RE/MAX. And, Bob Lewis Does Real Estate Right!

When you look for the highest quality real estate service, look to a RE/MAX Associate. RE/MAX Associates are "The Real Estate Leaders®".

Advertising

On average, a RE/MAX Associate spends about \$10,000 each year on personal promotion and on individual and group advertising. Personal advertising plus national television advertising and Internet exposure generates the highest number of prospects in the industry.

Network Size

The revolutionary RE/MAX Concept of enabling real estate professionals to maximize their business potential has evolved into an organization of more than 110,000 Sales Associates in more than 5,600 offices.

The RE/MAX Balloon Logo

The red, white and blue RE/MAX Balloon, with its "Above the Crowd®" slogan, is one of the most recognizable business logos in the world. With more than 90 RE/MAX Hot Air Balloons around the globe, RE/MAX has the world's largest balloon fleet.

The Sign That Brings You Home®

The famous red-over-white-over-blue RE/MAX yard sign and your RE/MAX agent lead you to properties in areas in which you'll want to live and work. If you want to sell your property, the RE/MAX yard sign attracts buyers. Nobody sells more real estate than RE/MAX.

An Industry Leader

RE/MAX was the first real estate network to be involved in more than 1 million transaction sides in a single year. Each transaction or sale consists of two sides, the listing side and the selling side.

Global Expansion

With offices in more than 50 countries worldwide, RE/MAX is one of the fastest-growing real estate franchise networks on the planet.

Main Street. Not Wall Street.®

Being locally owned and operated, RE/MAX offices are staffed with professionals who live in the area they work in. Thus, committed to their local community, they have a deep personal interest in the customers they serve.

Home of the Best Agents®

In a business environment of mergers and acquisitions, RE/MAX is the only major real estate network still owned and directed by its founders. The excellence of RE/MAX Broker/Owners and Sales Associates has led to an ever-increasing number of accolades from the business community at large. "Worth" magazine honored RE/MAX with its prestigious "Readers' Choice" award in both 1999 and 2000, naming RE/MAX the No. 1 real estate brokerage. In January 2005, "Entrepreneur" magazine ranked RE/MAX among the top 10 franchises in its 26th Annual Franchise 500 survey. It also named RE/MAX: "Best of the Best" for real estate services; the highest-ranking real estate franchise in "Low Cost Franchises"; and No. 7 overall in "America's Top Global Franchises."

More Than 32 Years "Above the Crowd®"

RE/MAX - now an established industry leader - celebrated its 32nd anniversary in 2005 and looks ahead to even greater real estate achievement in the years ahead.

RE/MAX Balloon Fleet

A company image seven stories tall. Multiply that by more than 90 and you have the largest fleet of hot air balloons in the world. Across North America and now increasingly around the globe, the red, white, and blue balloons emblazoned with the RE/MAX logo participate in balloon meets, highlight charitable and business promotions, and drift above athletic events.



And as the size of the actual fleet continues to grow, images of the tricolor RE/MAX Balloon logo multiply through every visual form of advertising and promotion. The RE/MAX Balloon, its logo form, and the accompanying "Above the Crowd"® slogan are all increasingly equated in the public mind with the RE/MAX organization itself.

Soaring Home Balloon

The most eye-catching member of the fleet is the [Soaring Home](#) special-shape balloon. Children and pets peek from the windows of this whimsical house, which has wide eyes, a button nose and a big grin. A RE/MAX "Sold" sign stands out front and small RE/MAX Balloons fly overhead.

Light, as houses go, but heavy for a balloon, the special-shape envelope weighs nearly 800 pounds. Inflated, it is almost 60 feet high and 55 feet wide. Soaring Home appears at sporting events and balloon festivals across North America.

The First RE/MAX Balloon

Admittedly, when RE/MAX first began its relationship with hot-air ballooning in 1978, the motivation was pretty straight forward: as a fledgling real estate network we needed a marketing image that would get noticed.

Just five years old at the time, RE/MAX already held more market share in Denver, the network's birthplace, than any competitor. Word of mouth was spreading fast about the network of highly experienced real estate agents who were proving to be more experienced, productive and knowledgeable than anyone else on the scene. But market studies showed that among consumers in general, name recognition of RE/MAX ranked well below many lesser competitors.

Meanwhile, in New Mexico, a few RE/MAX agents and their regional leaders dreamed up the idea of entering a red-over-white-over blue RE/MAX Balloon in the 1978 Albuquerque Hot Air Balloon Fiesta. The RE/MAX ground crew wore jackets with patches that read, "Above the Crowd"®, a phrase devised by an Affiliate. And as often is the case with hot-air balloons, the RE/MAX Balloon really grabbed some attention. Plus, the imagery meshed perfectly with the RE/MAX network's emphasis on innovation, freedom and leadership.

RE/MAX International executives in Denver enthusiastically adopted the balloon image as the corporate logo. Within a year, Colorado had its own RE/MAX Balloon, and featured it prominently in a local television campaign. Within four months, RE/MAX held top name recognition in the Denver market.

Growth of the Fleet

The first gathering of RE/MAX Balloons was at the 1982 RE/MAX Great Balloon Race in Toronto. Six balloons participated.

Only six years later, 18 RE/MAX Hot Air Balloons were brought together outside Fenton, Mich. Spectacular helicopter footage of their morning flight over misty Midwestern countryside provided the basis of the RE/MAX "Take a Step Above the Crowd"® advertising campaign.

The third and thus far the largest mass ascension of RE/MAX Balloons took place in the foothills outside Denver in 1989, when 54 RE/MAX Balloons launched and were filmed in flight for yet another RE/MAX commercial. The grand RE/MAX ascension took place a day before the opening of the RE/MAX Balloon Festival, the largest charity balloon event ever held. Attracting 223 hot-air balloons from across North America, the festival was a fun-flying meet designed on a grand scale. Proceeds from the sale of tickets were shared between children's charities.

Promotion and Advertising

Besides highlighting promotional events, RE/MAX Balloons fly at all the major - and many minor - hot-air balloon meets across North America. RE/MAX Balloon pilots introduce school classes to ballooning, and couples ask to be married in the balloon.

The average RE/MAX Balloon makes 65 appearances a year, each event averaging more than an hour, for a fleet total of about 6,400 hours of advertising - equal to nearly nine months of 24-hour flying. RE/MAX expects to pass the 100-balloon fleet milestone in the near future.

The network's major graphic symbol, the RE/MAX Hot Air Balloon image appears on "for sale" signs, bus benches, billboards, in print advertising and television commercials. It is one of the most widespread and recognizable images in business marketing.



Let the RE/MAX balloon fly over your property.

CALL BOB!

Bob Lewis Does Real Estate Right!

Community Involvement

Community involvement is highly valued at all levels of the RE/MAX organization - from individual Associates to RE/MAX offices, regions, and RE/MAX International.



RE/MAX cause marketing and charity fundraising take on many forms: Most recently, RE/MAX has become a national co-sponsor of the Breast Cancer Survivor Recognition Program at Komen Race for the Cure® events.



With its "RE/MAX Racing for Life®" slogan, RE/MAX is proud to be a co-sponsor of the National Series Breast Cancer Survivor Recognition Program at Komen Race for the Cure events.

Together with its Affiliate Network, corporate partners and various donors, the Susan G. Komen Breast Cancer Foundation has raised nearly \$740 million for research, education, screening and treatment since 1982. The foundation is best known for its Race for the Cure events, the world's largest series of 5K runs and fitness walks. Komen estimates that more than 1.5 million people participated in its 2004 races.

Komen's Survivor Recognition Program celebrates breast cancer survivors and honors those who have lost their battle with the disease. RE/MAX shared sponsorship of the 2004 program with Zeta Tau Alpha Fraternity, a nonprofit volunteer organization.

RE/MAX contributes "I'm a Survivor" pink tee-shirts, caps, "In Honor of" and "In Memory of" back-signs, and program banners for each race. RE/MAX Associates who are breast cancer survivors or who have been otherwise affected by the disease are encouraged to solicit pledges for their own participation in the events. Corporate representatives host Breast Cancer Survivor Recognition tents at the races.

Children's Miracle Network

Children's Miracle Network and RE/MAX are paired as closely as their exuberant hot air balloon logos, tied by their desire to provide independence to local communities. Since RE/MAX became the exclusive real estate sponsor of Children's Miracle Network in 1992, RE/MAX Associates have raised more than \$56 million for the charity.



Founded in 1983, Children's Miracle Network generates health-care funds and awareness programs for the benefit of children. The nonprofit organization's 174 participating hospitals across North America help 17 million children annually.

RE/MAX Associates raise funds for Children's Miracle Network in a variety of ways including:

- Pledging a contribution derived from each transaction involving a RE/MAX Miracle Home®.
- Staging fundraising events - from parking-lot flea markets to minnow racing.
- Handling the phones at the organization's annual telethon fundraising event, the largest of its kind in the world.

The RE/MAX organization has been the official real estate sponsor of Children's Miracle Network since 1992.

Each year, about 20 charities host fund-raising golf tournaments at Sanctuary, the private course of RE/MAX International co-founders Dave and Gail Liniger.

RE/MAX International is the first major sponsor of The Wildlife Experience, a conservation and community center promoting understanding of the natural world and its conservation through art and education.

All these venues and more represent the RE/MAX network's commitment to community involvement, serving the public beyond its real estate needs.

Miracle Home®

The Miracle Home® Program, exclusive to RE/MAX International, allows a RE/MAX Associate to make a donation on behalf of each transaction to Children's Miracle Network. The partnership underscores Sales Associate involvement in the communities in which they live and serve. RE/MAX Sales Associates are unique in that a majority of the donations received by Children's Miracle Network from RE/MAX are the direct result of Associates' hard work rather than solicited from customers.

Who is Bob Lewis?

Bob Lewis stands in the commitment to invest 100% of his business time and energy to deliver outstanding, first class quality service to exceed the needs and wants of every one of his clients. As a result, he receives the heartfelt endorsement of his valued customers, suppliers and friends. They demonstrate this by referring their family, co-workers, neighbors, friends and others to him for advice and counsel when buying or selling real estate anywhere.

Bob dedicates himself to building strong, life-long relationships one person at a time. His attitude is based on the biblical principle of "Do unto others..." . Bob Lewis Does Real Estate Right!

Personal Data

Married over 50 years to wife, Marian

Two children: Robert, Jr. and Kimberlee and Four grandchildren: Adam, Beverlee, Victoria and Alex
Fort Myers resident for over 20 years

Professional Designations

International Marketing Specialist
Certified Homefinding Specialist
Relocation Specialist
eCertified Specialist (Internet Marketing)

Professional Qualifications

REALTOR® - Florida Real Estate License
Active member of the National Association of REALTORS® (NAR)
Active member of the Florida Association of REALTORS® (FAR)

Business Experience

1988—Present	Fort Myers, FL REALTOR®
1986—1988	New Jersey REALTOR®
1957—1987	American Telephone and Telegraph—PA, NY, NJ & Iran

Business Achievements

RE/MAX Executive Club and RE/MAX President's Club
REALTOR® OF THE YEAR AWARD
REALTOR® SALES EXCELLENCE AWARDS
Leading Edge Society and President's Circle
Multi-Million Dollar Club
Director—FMAR Board of REALTORS
Director—FAR Board of REALTORS
Chairman—FMAR MLS Committee
Member—FAR MLS Committee
President—Fort Myers—"It's Our Business Network" Group
Member—National Mastermind Group
Member—National Star Power Top Producers
Member - BIA Sales and Marketing Council

“1 Stop Shopping”

Bob Lewis offers you “1 Stop Home Shopping.”

Simply tell Bob what you want.

Bob can show you ANY property in SW Florida, ANYWHERE, ANYTIME!

Bob can SELL your property, too!

Bob covers ALL the possibilities so you can make the BEST choice.

You don't have to play “phone tag” with different REALTORS or builders.

Bob Lewis takes care of everything for you.

Bob Lewis Does Real Estate Right!

- Are you looking for a resale anywhere?
- Is your preference new construction anywhere; by any builder?
- Did you see a yard sign somewhere?
- Was the home you saw listed for sale by another company or builder?
- Was the sign a “For Sale By Owner?”
- Did you see an ad in the paper, a magazine, on TV, a billboard, bus bench or did you hear an ad on the radio?
- Did you see something that appealed to you on the internet?
- Do you want to sell or buy in another geographic area?

It would be Bob's pleasure to refer you to a reputable REALTOR anywhere to either buy or sell a property. Bob and RE/MAX have an international network. Just ASK us!

REMEMBER

CALL BOB!

Bob Lewis Does Real Estate Right!

Why Use A REALTOR To Buy A Builder's New Home?

What Are The Advantages?

The advantages of have a REALTOR help you purchase a builder's new home are the same as those for purchasing a resale home. Your REALTOR®, Bob Lewis of RE/MAX:

- Serves as your personal real estate consultant
- Guides you through the process with professional representation
- Provides you with valuable insight into the market
- Helps you find the perfect home quickly
- Offers you expertise in contract writing, negotiation and closing assistance
- Gives you advice regarding all builder's products
- Finds the best match for your specific needs

The builder has a professional real estate representative watching out for his interests and you need and deserve the same expert representation watching out for **your** interests.

Buying a new home is a little more difficult and time consuming than buying a resale. Bob professionally guides you through this process. He has a rapport with builders and a database of information about all the newest sub-divisions, floor plans, etc.. He is also very familiar with new home warranties and builder's purchase contracts. Bob has worked in new home sales.

It is extremely important that your interests be professionally represented when you enter into a contract for a semi-custom or a build-to-suit home. These transactions are very complex. The contract details must be exact in order to protect you and to ensure you get precisely the home you want.

Do I Save Money If I Buy Directly From The Builder? **NO!**

There is absolutely **NO** financial advantage for you to buy directly from the builder. You do **NOT** save any money! Builders have a "single price" policy meaning you are charged the same price whether your interest are represented by a REALTOR® or not. Just as in any resale, the seller pays your agent's fee. It pays you to have someone looking out for your personal interests. Remember, the builder requires that your REALTOR® accompany you on your first visit to the builder's sales center. Call Bob and request him to show you all builder products that interest you.

If, however, you do go to a builder model/sales center without him, please remember to give them Bob's his name or business card and tell the builder that you are working with Bob Lewis. Then, be sure to let Bob know so that he can assist you regarding the builder and their product.

Using a REALTOR® is a definite advantage for you! Remember, CALL BOB!

Bob Lewis Does Real Estate Right!

Bob Lewis Strategy For His Clients

“Personal Service On An Individual Basis”

For all my clients, whether buyers or sellers, I promise:

- **To show you consideration**
because I know you are living in your home and it's difficult to have it ready to show all the time
- **To help maintain the property**
with the names of competent contractors, especially if your property is vacant and you are out of town
- **To stay in touch with you**
so that you will always know what is going on and where we are in the process
- **To handle all the detail work**
such as mechanical and termite inspections, title work, earnest money, appraisal, mortgage work
- **To give you peace of mind**
because I know selling or buying a home is a stressful experience

How To Work With Your Real Estate Agent

1. If you are selling, create an information sheet that lists your home's features and best qualities, especially those that people might otherwise overlook. Give this to your agent, who may be able to use the information when marketing or talking with potential buyers.
2. When selling, talk to the agent about upgrading. Your home may need fresh paint or new carpet. (Make sure you choose neutral colors.)
3. If selling, keep it clean. Eliminate cobwebs and dust. Keep the bathroom counters and mirrors wiped down. Vacuum and sweep daily during the selling process.
4. If buying, be clear about what you want. Make a list of your priorities numbered one through 10 and give it to your agent. You can always revise the list, but give your agent something concrete so he or she can research available listings effectively.
5. Your agent is an authority you hire to help you make the right decisions, but when push comes to shove, you have the final word.
6. Hiring an agent will give you the best advantage. Although many agents work their real estate businesses part-time, Bob Lewis is an industry professional who can provide his complete attention and expertise. This is an enormous advantage for buyers, sellers and investors.
7. Buying a home is likely to be the biggest single investment you'll ever make. Invest wisely. Let Bob help you make the right decision.

Setting The Price On Your Home

The three factors to consider in setting the price on your home are location, condition and price. . .and they are all related.

LOCATION—Your property’s location and setting influence its value. A home inside a quiet subdivision sells for more than the identical home on a busy street. Remote areas typically sell for less than close-in central areas. Views, waterfronts and trees usually enhance value. You obviously have no control over location.

CONDITION—New homes enjoy a marketing edge over resale homes because they are shiny new and clean. Builders enhance their appeal by offering model homes (clean, bright, decorated in current colors and interior features) for buyers to examine. Our goal is to make your home as close to a model home as possible. . .being sensitive to costs. You have nearly complete control over condition and you can increase value and decrease marketing time by being in the best possible condition.

PRICE—If your favorite stock is trading between 50 and 55, it does no good to insist on 60 when you want to sell it. Likewise, you must price your home within the appropriate range. You must actually “SELL” your property three times: First to other REALTORS, second to a buyer and last to an appraiser. Other REALTORS may not show a property if they think it overpriced. They feel they are wasting their time and their buyer’s time. The buyer is more subjective and compares the features your home offers to what other homes in the same price range offer. The appraiser is more objective and compares age, size and cost-identifiable features in your home against other properties that have recently sold.

Bob Lewis uses his experience and expertise to fine tune price by taking these variables into consideration.

LISTEN to Bob’s advice! He **KNOWS** the market!
He really wants to **SELL** your property . . .not just **LIST** it!

Buyers are as smart as sellers.
Bob simply can’t **SELL** an overpriced property!

Remember, Bob spends **HIS** time, money and energy up front!
Bob receives **NO** pay until after **YOU** get your check!

If you **REALLY** want to **SELL**,
SAVE yourself time, disappointment and frustration. . .

PRICE TO SELL OR DON’T LIST!

That’s the bottom line!

Personal Marketing Plan



**I am committed to fulfilling your vision. I don't get paid until you do!
My future business depends on referrals from my past clients.
I want to earn your referrals.
I will do everything I can to make your sale a pleasant experience.
Here is my pledge to you:**



- Serve as a COUNSELOR and ADVISOR to help obtain your goal to sell your property at the best price the market will bear so you can move on with your life.
- Prepare a current COMPUTERIZED MARKET EVALUATION to help determine where to price your property to facilitate a quick sale.
- Work as a PROFESSIONAL to service your listing and help locate your buyer quickly.
- Provide 24 HOUR AVAILABILITY through VOICE MAIL, MOBILE PHONE and EMAIL.
- KEEP IN CONTACT WITH YOU, return all your calls, answer all your questions and concerns in a timely manner throughout the listing period.
- Utilize the latest HI-TECH SYSTEMS and techniques.
- DISCUSS sales advantages of a HOME WARRANTY.
- GUIDE you to help prepare your home for showings and suggest tips to improve the positive aspects of your home.
- Enter your property into the MULTIPLE LISTING SYSTEM to give your home global exposure.
- Track activity and provide service through my personal database.
- Solicit FEEDBACK from agents to provide buyers' reactions after showings.
- Install appropriate "FOR SALE" sign, if permitted.
- Conduct OPEN HOUSE if appropriate.
- Create and distribute property FEATURE SHEET.
- PHOTOGRAPH property for marketing.
- Promote property through PERSONAL, NATIONAL & LOCAL NETWORK of top producing REALTORS, personal local BUSINESS NETWORK and other centers of influence.
- Provide advertising in HOMESSEEKER section of the NEWS PRESS and other publications as appropriate for the broadest local, national and international exposure.
- Publicize on the INTERNET on world recognized REALTOR.com, RE/MAX.com & my personal web site.
- FOLLOW-UP ALL INQUIRIES concerning your property.
- MONITOR listing and sales activities to MAINTAIN COMPETITIVE POSITION
- Furnish REVIEWS of marketing effort regularly.
- Provide 30 DAY UPDATE on recent sales and current competition (new listings).
- Determine with you if PRICE or terms should CHANGE.
- Present ALL OFFERS to you as soon as I receive them.
- NEGOTIATE on your behalf to bring about the BEST POSSIBLE PRICE.
- Provide you a hassle FREE, EASY EXIT Guarantee so you can cancel the listing agreement anytime you aren't completely satisfied with my service.
- OVERSEE THE CLOSING PROCESS to ensure all details, inspections, etc., are completed.
- DELIVER THE CHECK to you at closing.
- ASSIST you in relocating.
- MAINTAIN contact for all your future real estate needs.

**Call Bob!
565-0330**

Tips To Help Sell Your Home Faster At The Best Possible Price

Selling a Home

As a homeowner, you can play an important part in the timely sale of your property. When you take the following steps, you'll help Bob sell your home faster, at the best possible price.

The easiest and most reliable way to improve the appeal of your home is to hire a professional. The right professional can help you get everything in order - from repainting the kitchen to providing a thorough cleaning - so you can stay focused on more important things.

1. **Make the Most of That First Impression**

A well-manicured lawn, neatly trimmed shrubs and a clutter-free porch welcome prospects. So does a freshly painted – or at least freshly scrubbed – front door. The fewer obstacles between prospects and the true appeal of your home, the better.

2. **Invest a Few Hours for Future Dividends**

Here's your chance to clean up in real estate. Clean up the living room, the bathroom, the kitchen. If your woodwork is scuffed or the paint is fading, consider some minor redecoration. Fresh wallpaper adds charm and value to your property. If you're worried about time, hire professional cleaners or painters to get your house ready. Remember, prospects would rather see how great your home really looks than hear how great it could look "with a little work."

3. **Check Faucets and Bulbs**

Dripping water rattles the nerves, discolors sinks, and suggests faulty or worn-out plumbing. Burned out bulbs or faulty wiring leave prospects in the dark. Don't let little problems detract from what's right with your home.

4. **Don't Shut Out a Sale**

If cabinets or closet doors stick in your home, you can be sure they will also stick in a prospect's mind. Don't try to explain away sticky situations when you can easily plane them away. A little effort on your part can smooth the way toward a closing.

5. **Think Safety**

Homeowners learn to live with all kinds of self-set booby traps: roller skates on the stairs, festooned extension cords, slippery throw rugs and low hanging overhead lights. Make your residence as non-perilous as possible for uninitiated visitors.

6. **Make Room for Space**

Remember, potential buyers are looking for more than just comfortable living space. They're looking for storage space, too. Make sure your attic and garage are clean and free of unnecessary items.

7. **Consider Your Closets**

The better organized a closet, the larger it appears. Now's the time to box up those unwanted clothes and donate them to charity.

8. **Make Your Bathroom Sparkle**

Bathrooms sell homes, so let them shine. Check and repair damaged or unsightly caulking in the tubs and showers. For added allure, display your best towels, mats, and shower curtains.

9. Create Dream Bedrooms

Wake up prospects to the cozy comforts of your bedrooms. For a spacious look, get rid of excess furniture. Colorful bedspreads and fresh curtains are a must.

10. Open up in the Daytime

Let the sun shine in! Pull back your curtains and drapes so prospects can see how bright and cheery your home is.

11. Lighten up at Night

Turn on the excitement by turning on all your lights - both inside and outside - when showing your home in the evening. Lights add color and warmth, and make prospects feel welcome.

12. Avoid Crowd Scenes

Potential buyers often feel like intruders when they enter a home filled with people. Rather than giving your house the attention it deserves, they're likely to hurry through. Keep the company present to a minimum.

13. Watch Your Pets

Dogs and cats are great companions, but not when you're showing your home. Pets have a talent for getting underfoot. So do everybody a favor: Keep Kitty and Spot outside, or at least out of the way.

14. Think Volume

Rock-and-roll will never die. But it might kill a real estate transaction. When it's time to show your home, it's time to turn down the stereo or TV.

15. Relax

Be friendly, but don't try to force conversation. Prospects want to view your home with a minimum of distraction.

16. Don't Apologize

No matter how humble your abode, never apologize for its shortcomings. If a prospect volunteers a derogatory comment about your home's appearance, let your experienced RE/MAX Associate handle the situation.

17. Keep a Low Profile

Nobody knows your home as well as you do. But RE/MAX Sales Associates know buyers - what they need and what they want. Your RE/MAX Associate will have an easier time articulating the virtues of your home if you stay in the background.

18. Don't Turn Your Home into a Second-Hand Store

When prospects come to view your home, don't distract them with offers to sell those furnishings you no longer need. You may lose the biggest sale of all.

19. Defer to Experience - It's the Experience®

When prospects want to talk price, terms, or other real estate matters, let them speak to an expert - your RE/MAX Sales Associate.

20. Help Your Agent

Bob will have an easier time selling your home if showings are scheduled through his office. You'll appreciate the results!

Tips to Help You Become Your Own Landlord—Buying a Home

Whether you've spent years saving and preparing to buy a home, or are unsure if you can afford it, the questions surrounding a house purchase can feel endless.

You can find the answers - and peace of mind - by working with Bob and RE/MAX, the industry leader in experience and service.

If you're a renter who isn't quite ready to make the homeownership leap, use RE/MAX Heading Home to compile a game plan and earn credits toward your closing costs.

Here are some steps to help you.

1. Hire a Real Estate Professional

The first step is to select a professional to help you find your dream home and fine-tune your financial expectations. Working with a buyer agent is worth consideration since he or she is legally responsible for representing the buyer's interest in a real estate transaction. Before making a decision, however, have a Realtor explain the pros and cons of using a buyer agent versus a sales or dual agent. Bob Lewis, your RE/MAX Sales Associate, can guide you through every step to buying a home. **CALL BOB!**

2. Shop for Mortgage Rates and Terms

A difference of even half a percentage point can mean a huge savings over the life of a loan. For example, the difference in the monthly payment on a \$100,000 mortgage at 8 percent vs. 7.5 percent is about \$35 per month. Over 30 years, that's \$12,600.

3. Get Pre-Approved For a Loan

Your third step should be to get pre-approved, which determines how much you can afford. It allows you to move swiftly when you find the right home, especially when there are other interested buyers. It also indicates to the seller that you are serious and really can afford to buy the property.

The Best Advice for Buyers. . . Get Pre-Approved 9 Great Reasons To Get Pre-Approved

- Pre-approval determines which loan program best fits your needs.
- You won't waste time considering homes you cannot afford.
- You are ready to write and present an offer on the home you really want when you find it.
- In today's market, pre-approval puts you in a much better negotiating position.
- Your REALTOR® can give the seller a pre-approval letter for you.
- You will know the amount needed for down payment and closing costs.
- If you are a first-time buyer, you may be able to qualify for a special first-time buyer program which may allow you to afford more home for your money.
- If you feel you would like and can afford a higher mortgage payment, other options may be available.
- Peace of mind and confidence in your purchase.

Here are two suggestions for mortgage consultants to get your pre-approval. Use one of them or choose your own.

Amy Klausner, Suntrust
239-823-5186

Dave Collins, Wells Fargo
239-337-1776

4. **Define What You Want**

The next step is to create a realistic idea of the property you'd like to buy. What features are most important to you? Make two lists: one of the items you can't live without and one of the features you would enjoy. Refine the lists as you house hunt. It is also helpful to search online to see what is currently available on the market. Your real estate professional can then show you houses that meet your expectations.

5. **Visit Properties**

Now you're ready to visit houses. Call Bob to arrange showings, and keep track of the properties you've seen.

6. **Know the Features That Help or Hurt Resale**

In some areas, a swimming pool actually detracts from a home's value and makes it harder to sell. In neighborhoods with two-car, attached garages, a single-car or detached garage may impact the home sale and future value. Bob can point out features that hurt or help resale value.

7. **Rate the Houses You Tour**

After touring each home, write down what you liked and didn't like. Develop a rating system that will help narrow the field down. For example, pick the house you like best on day one and compare all other houses to it. When you find a better one, use the new favorite as the standard.

8. **Make an Offer**

Once you've pinpointed your dream house, it's time to get serious about the financial and contractual side of the purchase. Your RE/MAX Associate will be a strong advantage since you and the seller have different goals.

9. **Arrange for a home inspection**

After your offer is accepted, set up a home inspection. It's common to find problems, including leaky roofs, cracked walls, insect infestations and foundation problems. Your real estate professional can help find a reputable inspector, and will negotiate to get you the most for your money once the inspector's report is final. If you negotiate repairs as part of the purchase, ask for a "walk through" before finalizing the paperwork. Ask your real estate expert about home protection plans, which may save you money in the near future.

10. **Close**

Before your closing date, make sure you've made all necessary deposits and completed the paperwork - including mortgage, title, homeowners insurance and any other paperwork required by local or state governments.

11. **Prepare for Life in Your New Home**

Before rolling out the welcome mat, consider some moving basics: arranging for an alarm company, turning on electricity, water and gas, cleaning or replacing the carpet, and notifying your local post office of your new address. The best time for renovations is often before you move in.

Check Out Bob's Website

www.FortMyersRealtor4u.com

Every day, more and more buyers and sellers search the internet for homes. Check out Bob's web site for lots of real estate, financial and community information. It's a FREE service that Bob offers to his clients to help you make the wisest choice.

Hundreds of people visit real estate websites day and night. The impact is HUGE! Only 1% of buyers buy their home through an Open House. Over 77% of home buyers nationwide initiate their home search on the internet.

Selling A Home

Through Bob Lewis's web site, your home is accessible to the growing number of internet users both locally and around the world. Your home is presented in full color, along with many key home features. Buyers who are interested in more information on your home can access it easily through our email system. Bob personally responds to each inquiry daily. Internet marketing attracts many buyer leads every month.

Buying A Home

When you access Bob's web site, you can search through all of the current property listings in the greater Fort Myers Multiple Listing System. When you find a property you like, you can print a photo, send an email inquiry or call Bob to get more information. . .it's that simple. The internet brings new meaning to the term "home shopping."

If you prefer, tell Bob what you are looking for and he will search and send you a list of currently available homes that meet your criteria. You select the homes you want to see. Bob will set up the appointments at your convenience. There is no need to tour homes that don't interest you.

EASY EXIT Guarantee

Bob Lewis has strong opinions about real estate service. He believes that whether you are a buyer or a seller, if you are unhappy with the service you receive, you should have the power to fire your agent.

Sellers—EASY EXIT Listing Agreement

What's your biggest fear when you list your house? It's simple. You worry about being locked into a lengthy listing agreement with a less than competent real estate agent, costing your home valuable time and marketing exposure.

Well, worry no more. Bob takes the risk and the fear out of listing your home with a real estate agent. How? Through Bob's EASY EXIT Listing Agreement.

- You can cancel your listing anytime.
- You can relax, knowing you won't be locked into a lengthy or binding agreement.
- Enjoy the caliber of service from someone confident enough to make this offer to you.

When you list your home with Bob Lewis, you can cancel your listing at any time. No hassle. It's easy.

It takes a strong belief in the quality of one's service to make this kind of stand, but Bob never settles for less than the highest professional standards. Bob is confident you will be happy with his service and results. That's the simple truth. Bob Lewis always stands behind his service.

Bob Lewis Does Real Estate Right!