

## Getting Friends to Spread the Word about Your Listing

When you list your home for sale, you want as many buyers as possible to find out about it. So consider how many friends, neighbours and work colleagues you have. Then think about how many people they know.

The number is likely in the hundreds. One of those people could be looking for a property just like yours.

That's why getting your friends to spread the word about your listing is so effective. How do you do that?

One strategy is to have a moving party. This gives you an opportunity to ask your friends, as a group, to tell others about your listing.

You can also encourage your friends to bring a guest who is currently in the market for a new home.

Another good idea is to put a profile of your listing on Facebook. This is the fastest and most convenient way for your Facebook friends to point others to your listing.

Do you have friends who work at larger organizations like banks and factories? They probably have access to an employee lunch room with a bulletin board. You can spread the word by asking them to put up an information



sheet on your listing.

Try one or more of these ideas. Combined with my marketing plan for you, they can help get more qualified buyers to your doorstep.

Want more tips in promoting your listing? Call today.

## The Magic of Decorative Moulding

Decorative moulding is one of the most eye-catching ways to upgrade a room. You're probably accustomed to seeing standard baseboard moulding installed where your floor meets the wall. But, there are many other types. For example:

- Crown moulding for ceilings.
- Panel moulding for a southern colonial look.
- Chair rail moulding, which is very distinctive on walls.
- Apron moulding for window sills.

• Entablature moulding for above doorways. Decorative moulding comes in a dizzying array of styles. Interior designers recommend taking home samples, just as you would take paint swatches, to test out ideas.

In addition to style choices, you also need to select the material you prefer. Moulding can be made of wood, plaster, laminate, composite, fiberboard, vinyl and other materials. There are pros and cons to each. Generally, the higher-priced options are more attractive and durable. (If you select

wood, you typically have the additional option of "finished or unfinished". If you choose unfinished, you of course, will be painting it yourself.)

Choosing the right moulding for the look you want is the toughest part of the job. Installation is a lot easier and most people with DIY experience have no problems.

So if you want to add some magic to your walls, consider decorative moulding. It can turn a room from standard to stunning.

## Think, Act... Live!

"The best way to create the future is to invent it." [Alan Kay](#)

"Every great dream begins with a dreamer" [Harriet Tubman](#)

"Ideas won't keep. Something must be done about them." [Alfred North Whitehead](#)