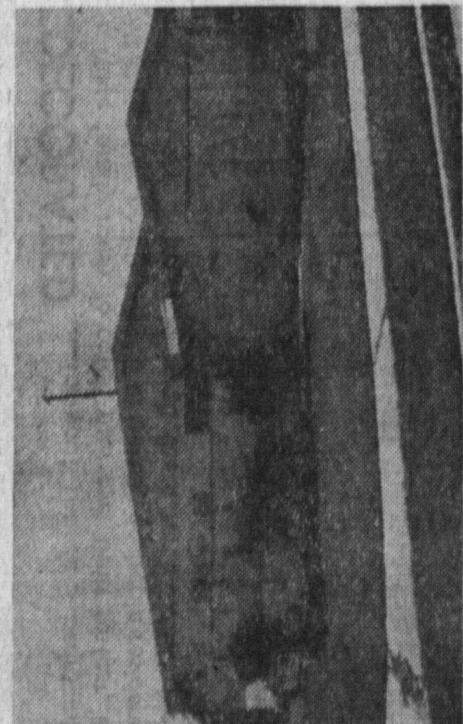
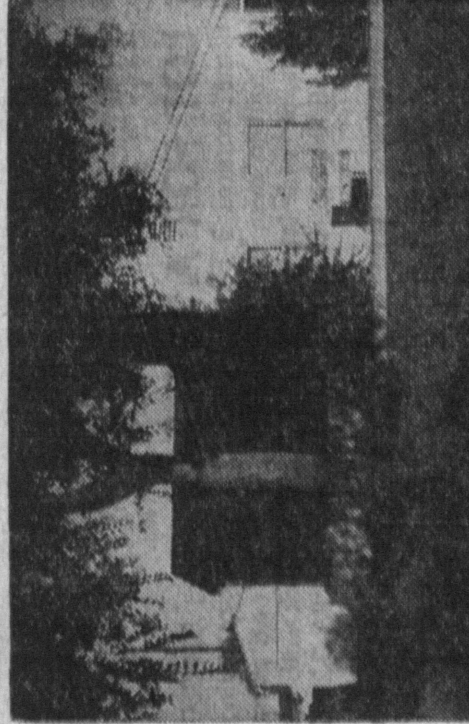




LARGE CORNER LOT — With a park like yard. Home has 3 bedrooms, 2 baths, in excellent condition. Large double detached garage—with spacious room attached. It's value-packed for \$21,950.00. No. 102M. Call FA 0-2222



OWNER LEAVING TOWN — & must sell his four bedroom, 2 bath home. We invite your offer on VA, FHA or Cal-Vet financing. Priced at \$26,000.00. No. 8M. Call now—FR 8-8447.



DOLL HOUSE — This adorable 2 bedroom home is located in North Torrance on a tree-lined street. It has a large lot, just the right size for the kiddies. No. 17M. Call DA 3-5761

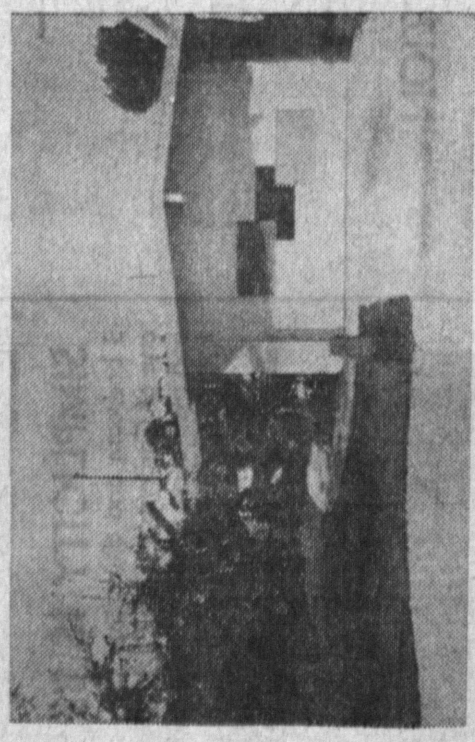
This space available
for your property.

Call office nearest you.

LIST WITH US TODAY



\$19,950 — Will buy this cute 3 bedroom home featuring carpets & drapes. Submit \$2,000.00 down. Call for No. 115M. FR 8-8447



ORIENTAL LANDSCAPED — Lovely 3 bedroom home with a 20'x30' family room with wet bar. It's simply exotic inside. Call today for No. 110M. DA 3-5761

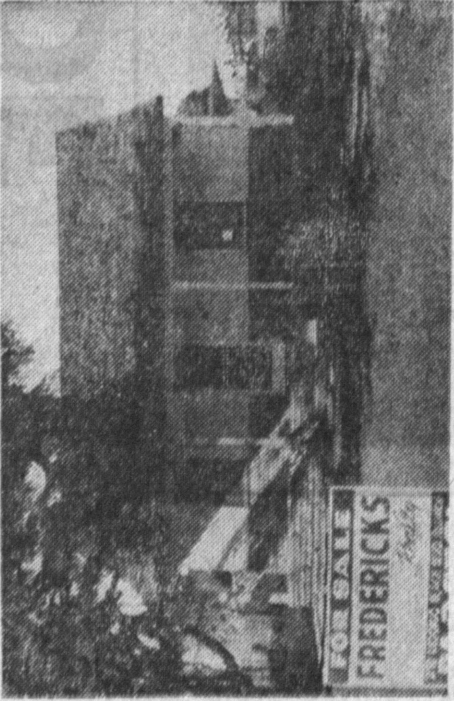


FRED L. FREDERICKS
Owner

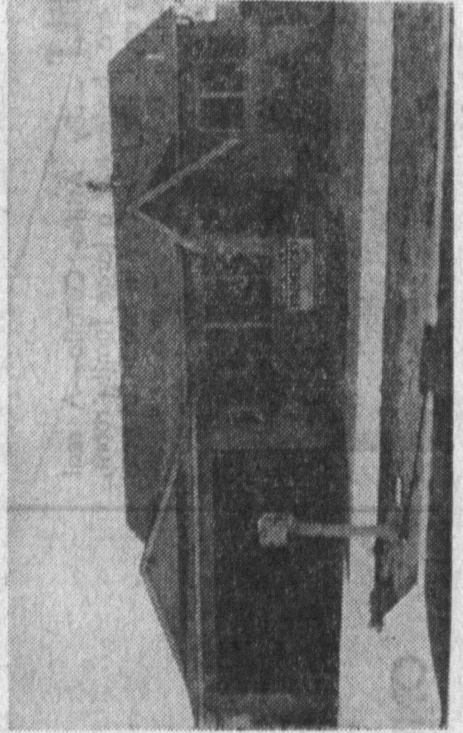


JIM JONES
Manager Sepulveda Office

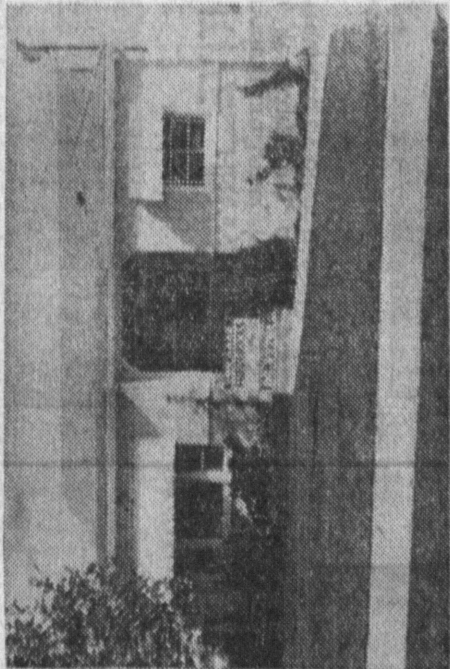
3 LARGE OFFICES TO SERVE YOU



SITTING PRETTY — In pretty surroundings. Cute 2 bedroom home — excellent for the newly-weds or a retired couple. There's no financing problems here — an existing FHA loan is already on the property. Call DA 3-5761 and ask to see No. 2M.



LARGE AND ROOMY — This custom-built home has 3 bedrooms, 2 baths, fireplace, built-in oven & range, block wall fences & patio. Spacious throughout & priced at only \$23,000.00. Call FA 0-2222 for No. 1M.



LIKE TO SWIM? — Then swim in this 15'x30' Paddock Pool. This pool is filtered & heated. This home has over 1000 sq. ft. of spacious living. Priced to sell at \$21,500.00. Call for No. 25M at DA 3-5761



MODERN 3 BEDROOM & DEN — It's been re-created inside. The salesman who listed this home said, "Show this fine home to your fuzziest customer." Located in North Torrance for only \$27,000.00. Ask to see No. 21M when you call DA 3-5761.

SELLING YOUR HOME

People sometimes try to sell their own house because they think they can make, or save, some money. Unfortunately, they seldom do. As a matter of fact, in many cases where they fail to list it initially with a Realtor, they not only lose money, but the house remains unsold for months with all the consequent inconvenience and worry.

Take the example of Mr. X, a man I met after his attempted "do-it-yourself" selling experience turned into a fiasco.

Mr. X is like many home owners. He had put thousands of dollars into his house, plus a lot of hard work and personal effort, in landscaping, cabinets, wall paneling, and the like. He had friends who purchased a home right after World War II and a few years later sold it at a handsome profit.

"Why," he reasoned, "can't I do the same thing? Surely I deserve it after all the work I've done around here and the money I've poured into this house."

So Mr. X started with his purchase price, estimated how much extra he had spent over the years, and then added a couple of thousand dollars more for "inflation."

Mr. X made one big mistake right here—he didn't know the market.

A Realtor does. He knows the market because he is a professional posted on the actual day-to-day sales in the area, the fluctuating demand, the changing supply of houses offered, the varying mortgage loan situation, the highway or shopping center plans for the region—all factors influencing the sales prices of houses. He is a member of the National Association of Real Estate Boards and the local Board of Realtors and therefore subscribes to a code of ethics and has access to the utmost in education and the latest techniques, thus assuring superior service.

Had Mr. X tried to list his house with a Realtor at the outset, he would have been told that the price he had in mind was far above what the market could bear; that all he had to do was walk three blocks and he could find a larger house, with more features and advantages, listed at a lower price.

The Realtor understands other factors which influence the market too. He knows Mr. X's friends were able to sell their homes at a handsome profit shortly after World War II because a pent-up demand then existed for houses which now has largely subsided in many areas.

He knows what the law of supply and demand means to a particular house in a particular neighborhood and how inflation and obsolescence have affected the market.

But Mr. X didn't know this, and he couldn't understand why he wasn't able to sell his home. He had advertised frequently and had put up a sign in front of his house, hadn't he?

Months went by. Mr. X poured more money into advertising. He brought the price of his home down further and further. Still he couldn't sell. Why?

He failed to understand something else a Realtor could have told him: prospects study the market and when they see a house unsold for months, they suspect it is a "white elephant," that something is wrong with it that they don't know about.

Too, a home considered to be a "white elephant" often has to be sold below the market value if it is to be sold at all.

Eventually Mr. X came to us, to list his house, and after several weeks of repairing the damage done, we were able to sell it.

All the money he had spent on advertising, all the worthless expenditure of time and effort could have been avoided if he had listed his house with a Realtor in the first place.

He turned away many a prospect because his price was too high. These prospects didn't come back when the house was listed reasonably.

He ended up losing money because he tried the "do-it-yourself" instead of the professional way to sell his house—through a Realtor.



"The small landholders are the most precious part of a state."

(Jefferson—Letter 1785)

8:00 A.M. to 8:00 P.M. — Monday through Friday
Until 7:00 P.M. on Saturday & Sunday