

# No 'Do-It-Yourself' Project

a high degree of sophistication. The criterion in selling is the experience a salesman has acquired. Recently my company was tested, regard-

ing salesmanship abilities. The results were 39 per cent above the general population.

This should indicate in selling a home a high degree of success, would have to be ac-

credited to "good old sales- ing or buying sell your local reator. It's the starting point of any sale or purchase.

By FRED L. FREDERICKS  
Realtor

The best advice anyone could give a friend is to get some expert help. Selling a house, or any real estate, in today's highly competitive market is no "do it yourself" project.

Many home owners have tried to sell their property by themselves only to end up in the courts fighting with some sharp buyer, or taking less for their property than they would have received employing a realtor.

The real motivation of a for sale owner, is to save a commission to a real estate company. It's not that easy, the typical buyer who will call on an owner instead of a real estate company has the same thought in mind. "I can buy a home cheaper through the owner, why do I need a realtor?"

I have placed for sale many properties of my own and I shudder at the thought

## CHP Offers Advice on Trailer Use

With Sunday marking the opening of the trout fishing season and the unofficial beginning of the vacation months, the California Highway Patrol has announced the availability of a pamphlet titled "Trailer in California."

All prospective travelers and fishermen should familiarize themselves with the several driving laws pertaining to towing trailers as well as the necessary equipment requirements prior to leaving on a trip, according to Supervising Inspector H. G. Amborn, commander of the patrol's Zone V office.

Items that should be checked before departure and which will be looked for by patrolling officers include the brakes, front and rear lights, steering, etc. . . . Inspector Amborn said. Driving violations that patrol officers will be enforcing include the 50 MPH speed limit for vehicles towing trailers or driving too slowly and impeding the flow of traffic, passengers riding within trailer coaches, following-too-closely, driving in other than the right lane, except while passing or preparing to turn left, etc. . . .

The pamphlet is available at all area offices of the California Highway Patrol.

Ensign Harold S. Tiernan, Supply Corps, son of Mr. and Mrs. Harold W. Tiernan of 1848 Santa Fe Ave., graduated from the Basic Qualification course of Supply Corps at Naval Supply Corps Schools, Athens, Ga.

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of negotiating on my own behalf. I know my greenest salesman could do a better job.

ASK YOURSELF some of the following questions and see if you could do for yourself what a qualified realtor could.

1. Can you determine what a fair market price for your property is so as not to allow your property to become shop-worn and ultimately sell for much less?

2. Do you have the ability to negotiate and bargain for yourself?

3. Can you draw a contract that is enforceable and possible to complete?

4. Are you aware of the many intricacies of financing and where to get the best available loans to assist in making a sale?

5. Can you qualify your buyer so as not to tie up your property for many months, only to have to start over again?

6. Would you allow your wife to let any stranger come into your home by simply saying he's interested in buying a home?

7. Can you explain closing costs to a buyer or are you aware of your own, and the savings available through knowledge of the real estate business?

IF YOUR answers are yes to the preceding questions I have a spot for you in my company. Most sales are made by competent sales people but the problems and engineering of most sales are done by a manager or broker with years of experience. There probably was a time when a handshake was all that was needed to cement an agreement, however, real estate today is much too complicated to have an understanding on a simple handshake.

In the seven questions previously mentioned I took pains not to talk about plain old salesmanship, as experience has shown me everyone thinks he is a salesman.

I HAVE only met one or two master salesmen in my entire lifetime. The art of selling, I believe can be compared to any other art with

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