



*Zingers*

*Zippy bits of information  
with titles to amuse.*

**Whether you are ready to buy your first home or are considering selling your last home, this book of little “Zingers” will help you evaluate your purchase choices or prepare for your sale. The trick of “Zingers” is to guess what the title really means in terms of introducing the content. Have fun.**

1. Smokin” hot is not
2. The price is right
3. Wipe your hands of it
4. Get the edge
5. Have you got the guts?
6. Pass the salt, please.
7. If I had a nickel for every....
8. Black and white and red all over
9. This little light of mine
10. Pot
11. Lay down your weary head...
12. As the curtain falls
13. Rest insured...
14. Something is rotten in...
15. Popcorn, perfume and lilacs
16. Rub a dub dub
17. Cesspool of mosquito breeding slime
18. Candy is dandy
19. Trap a buyer
20. Itsy, bitsy spider
21. Shed the clutter
22. Is this a lemon?
23. Just fence me in
24. What’s your plan?
25. Walk the plank
26. I can see clearly now
27. Are you in a flap?
28. Soap gets in your eye
29. This little light of mine
30. Crystal clear

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# Zingers

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## 1 Smokin' hot is not

Before you put your house on the market, stop smoking in the house. If needed, wash and/or repaint the walls and ceiling and shampoo the carpet. No room spray will mask the odour of stale cigarette smoke. Open your windows before visitors arrive.

***Don't let the smoke get in the buyers' eyes.***



## 2 The price is right

The right price for your home is what a reasonable buyer will pay in the current market in relation to same or similar properties. Your price as an owner, whether too high or too low, is often a reflection of your emotional value of your home. The objectivity of a realtor is essential.

***Don't be left guessing the value of your home.***



## 3 Wipe your hands of it

To punch up your bathrooms, buy some new fluffy white towels. Before showing your home, hang the towels in all of your bathrooms. Do not use these towels until after your home has sold.

***Fluff and puff your bathroom.***



## 4 Get the edge

To give your house an edge and increase curb appeal, edge your lawn around the walks, trees and flower beds. Fresh edging hints that you have been caring for the house and yard. While this may be an hour, it will be an excellent return on your invested time.

***Edge out your competition.***



## 5 Have you got the guts?

Are your gutters so packed with debris that things are growing in the muck? There is definitely no market for a house with little maple trees growing in the gutters. Not only is it unsightly but it also risks water penetration into the house. Clean gutters allow water to run away from the house.

***Have some guts.***



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## 6 Pass the salt, please

If it is the dead of winter, ice will form on the sidewalks and stairs. Make sure that you salt your walkways and stairs before showings. If you want, use kitty litter as an alternative to sidewalk salt. Imagine a real buyer trying to sign the offer with his arms in casts from slipping and falling on your property.

***Throw some salt over your left shoulder and onto the sidewalk.***

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## 7 If I had a nickel for every....

Are you going to change the drawer pulls and handles in your kitchen? Consider brushed nickel. This metal is very current, does not show all the finger prints of your spouse and children, and gives an instant update.

***This nickel is worth more than 5 cents.***

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## 8 Black and white and red all over

No, not the newspaper (*What is black and white and read all over?*) but colour. Every room in your home should have a touch of **black** for impact. If you are buying bathroom fixtures, you will not offend with **white**. Find a way to add a bit of **red** to the family room or living room, even just one flower.

***You won't want the buyer seeing red over your decorating.***

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## 9 This little light of mine.....

Yes, those low watt bulbs are fantastic for the environment BUT... if they take 2 minutes to warm up, buyers will have walked out of the room and not seen how wonderful your home is. For the days or weeks that your house is on the market, think increased wattage.

***Shine a little light on your sale.***

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## 10 Pot

Okay, none of *that* either but I want you to toss out the pot pourri. The perfume is always awful. Nothing says "sad and desperate" like a big bowl of dead leaves, acorns, pine cones and bark.

***Say "Bye Bye" to the Pot.***

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## 11 Lay down your weary head

Buy some toss cushions. Winners/ Homesense stores have a great pillow selection and some are dirt cheap. These will freshen up the living, family and bedrooms. If your dog sleeps on the sofa, you might want to put out the pillows only when there is a scheduled showing of your home.

***Feather your nest.***

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## 12 As the curtain falls

You want to get the final applause on your home. It is time to sell, sell, sell. Take down heavy floral drapes and replace with sheers that will let in lots of light. Update the window treatments at a reasonable price with readymade sheers, roman blinds and bamboo rollers.

***Be ready to take a final bow.***

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## 13 Rest insured...

As a buyer, you will legally have possession of your new home right after midnight on possession day. Your ownership happens even before you have the keys and signed all final documentation. It is not possible to transfer insurance from one owner to the next.

***Make sure that your house is insured the day of possession.***

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## 14 Something is rotten in...

.... the state of your compost heap. Are you maintaining it with a little water, some soil and no animal products? If not, remove your composter or the potential buyers are going to smell something rotting in or near your house.

***Keep the sweet smell of success.***

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## 15 Popcorn, perfume and lilacs

Avoid offending potential buyers who have scent sensitivities. Follow the rules that are posted in many offices: No popcorn, no perfume and no flowers. After you sell the house have a feast of popcorn while wearing Brut aftershave and gazing at your lilac bouquet.

***Be scent sensitive.***

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## 16 Rub a Dub Dub

If your new house has a whirlpool bath, clean it before using it. Run hot water until it covers all the jets plus a couple of inches. Add a cup of bleach and run the jets. Do this off and on for three hours. Drain and repeat one more cycle or until there is no more dirt.

***Only you in the tub.***

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## 17 Cesspool of mosquito breeding slime

The lovely pond you installed in your backyard can become a cesspool if you do not maintain it. Make sure that buyers like this water feature. Keep the pump working; add some fish and a couple of water lilies.

***You will go from slime to sublime.***

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## 18 Candy is dandy

....But weed killing is quicker. If you can no longer use chemicals to fight the annual weed battle, get out the knives and pointed shovels and start pulling up the weeds. A field of yellow dandelions may be attractive while they are in flower but that lasts only a few days and then you have a yard of weeds.

***Get up, get out and get rid of weeds.***

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## 19 Trap a buyer

You might not trap a buyer if you leave ant traps and mouse traps in view. We all know that those pesky critters can get in any house in Ottawa but why advertise that you are in the throes of a vermin battle. While your house is for sale, put away the mouse trap and the ant traps.

***Trap your buyer using only a quality house and good taste.***

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## 20 Itsy bitsy spider

Almost every house in Ottawa has resident spiders. It seems our winter weather draws them indoors. Your job, before people come to view your house, it to take a broom and wipe down all the cob webs and to catch and release the spiders to the great outdoors.

***Arachnophobia could cause "your-house-no-phobia".***

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## 21 Shed the clutter

Buyers will look in your shed. Before selling, declutter your shed. This is not a place to hide your excess stuff. Don't think of taking the shed with you as it is too much trouble and not likely to make the trip. It is part of the real estate you are selling.

***Appeal to the gardening crowd with Home and Gardens Magazine shed.***



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## 22 Is this a lemon?

When selling your house put out a big bowl of lemons or a big bowl of apples. Fruit lasts longer than flowers but still gives an organic impact. After the sale...

***If your sale has handed you a big bowl of lemons, make lemonade.***



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## 23 Just fence me in.

Unlike the Lone Ranger, free to roam with Silver across everyone's property, your city yard is improved with a good fence. It will keep the dog in the yard and your kids out of the neighbours' yards. Make sure your fence is in good shape before putting your house on the market.

***Good fences make good neighbours and a good sale.***



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## 24 What's your plan?

If your yard is under 3 feet of snow, how can a buyer know what your yard looks like? Draw a plan of the yard with the location and names (not Judy and Sally but Juniper and Sumac) of the trees and location of perennials. This summer, take some photos of your yard in case you sell in the winter.

***Leave (every pun intended) the plan for buyers to see.***



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## 25 Walk the plank

Under the old tatty carpet is a base for installing wood floors. If you are lucky, there is hardwood there. Can you lift the carpet and refinish the floors? You might want to install new hardwood. If you want a premium price for your home, make sure that you have installed premium flooring.

***Buyers will dive in for a sale if they have walked the plank.***



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## 26 I can see clearly now

In spring and in late fall, wash your windows inside and out. If you live in a new development or near construction, you will want to wash your windows more often. Afraid of heights? Hire. There are lots of companies with ladders and climbers willing to do your second and third floor windows.

*Let the sun shine on your sale.*

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## 27 Are you in a flap?

Can you hear the toilet tank refilling all by itself. Your rubber flapper is either worn out or not sinking on centre. Don't let the buyer get in a flap and think you have major plumbing problems. Do a little repair job

*Stop leaking water and buyers.*

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## 28 Soap gets in your eye

If your shower or tub shelves have a myriad of bottles of shampoo, shaving lotions, bath oils and conditioner, you may want to buy a plastic carrier that keeps the bottles together and can be put under the sink after each bath. Don't have the buyers think you are a Shoppers Drug shareholder.

*Work to get a clean deal.*

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## 29 This little light of mine....

Leave your outside lights on while your house is for sale. This will make it easier to find your house in the evening and will prevent potential buyers from tripping on your walk or steps due to inadequate light.

*The pennies you spend on electricity will power your sale.*

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## 30 Crystal clear

If you are worried about bad karma coming from the neighbours, buy a small crystal pendant to hang outside near a door or window that faces the neighbour. Before hanging it, cleanse it with salts to remove any negativity. Feng Shui principles say that the crystal will bounce the negative impact back.

*A good feeling when entering a home may just be the work of crystals.*

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