



PERSONAL REAL ESTATE CORPORATION

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COMMON SENSE HAS FOUND A HOME



FEBRUARY 2023

RESIDENTIAL SALES BY PRICE (YEAR TO DATE)

PRICE RANGE	2023	2022
\$280,000 to \$559,000	2	5
\$560,000 to \$599,000	0	0
\$600,000 to \$699,000	6	4
\$700,000 to \$799,000	15	9
\$800,000 to \$899,000	8	19
\$900,000 to \$999,000	7	21
\$1,000,000 to \$1,199,000	7	30
\$1,200,000 to \$1,399,000	4	21
\$1,400,000 to \$1,599,000	4	14
\$1,600,000 to \$1,799,000	0	2
\$1,800,000 to \$1,999,000	3	3
\$2,000,000+	1	4

REAL ESTATE STATS LAST MONTH

	2023	2022
Avg. House Price	\$947,774	\$1,098,837
Median House Price	\$860,000	\$1,025,000
Avg. Condo price	\$470,173	\$533,004
Avg. Townhouse price	\$719,898	\$707,445
Avg. Mobile Home price	\$235,000	\$277,636
Houses listed	244	225

RESIDENTIAL SALES (YEAR TO DATE)

TYPE	2023	2022
Acreage/House	3	14
Townhouse	36	67
Condo	52	103
Lots	1	51
Mobile Homes	5	14
Residential	63	157
Residential (Waterfront)	4	0
TOTAL	164	406

ACTIVE LISTINGS

RES	MOBILE	STRATA	LOTS
699	58	655	149

Stats: Jan 2023 vs Jan 2022

Source: Association of Interior REALTORS® – Central Okanagan

NOTE: this representation is based in whole or in part on data generated by the Association of Interior REALTORS®, which assume no responsibility for its accuracy.

THE REAL ESTATE REPORT



4 SECRETS TO SELLING YOUR HOME

These tips will help your home stand out from the competition

There are many real estate articles on how to sell your home. You will hear common tips like improving your curb appeal or neutral-coloured interior paint. While these factors are important, what can truly set your home apart from others on the market? Here are some fresh ideas to add to your selling strategy:

Professional Photos

A picture is worth a thousand words, yet smartphones have made many of us think that we are photography pros. As people will often decide whether to pursue your home based on the listing pictures, it is worth investing in a professional photographer. They will have the proper lenses and lighting to capture your home properly.

Say It with Video

If you truly want your home to stand out, a video is an excellent way to draw in potential buyers. Hire a videographer to film not just your home, but the neighbourhood and nearby attractions as well. As buyers

see the local restaurants, shops, and sights, it immerses them in the lifestyle and helps them picture your house as their home.

Strategic Improvements

Little changes can go a long way to selling your home. Outdoor solar lights or tiki torches in the landscaping, new faucets in the bathroom or creative storage solutions are all relatively inexpensive improvements that can give your home some extra flair. Choose your upgrades wisely and buyers will be attracted by these fresh features.

Buyer Feedback

One of the simplest ways to maximize your sale is to solicit feedback from those who walk away. Sometimes we don't see a flaw because we are too close or emotionally invested. Having a paper survey available to those who view the home or a link that potential buyers can fill out anonymously will help you to gain insight into any shortcomings



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Not intended to solicit properties already listed for sale.