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COMMON SENSE HAS FOUND A HOME



# JULY 2023

## RESIDENTIAL SALES BY PRICE (YEAR TO DATE)

| PRICE RANGE                | 2023 | 2022 |
|----------------------------|------|------|
| \$280,000 to \$559,000     | 12   | 12   |
| \$560,000 to \$599,000     | 4    | 8    |
| \$600,000 to \$699,000     | 46   | 21   |
| \$700,000 to \$799,000     | 135  | 62   |
| \$800,000 to \$899,000     | 139  | 140  |
| \$900,000 to \$999,000     | 136  | 173  |
| \$1,000,000 to \$1,199,000 | 155  | 240  |
| \$1,200,000 to \$1,399,000 | 112  | 215  |
| \$1,400,000 to \$1,599,000 | 68   | 105  |
| \$1,600,000 to \$1,799,000 | 20   | 61   |
| \$1,800,000 to \$1,999,000 | 22   | 34   |
| \$2,000,000+               | 54   | 81   |

## REAL ESTATE STATS LAST MONTH

|                        | 2023        | 2022        |
|------------------------|-------------|-------------|
| Avg. House Price       | \$1,084,093 | \$1,153,114 |
| Median House Price     | \$952,623   | \$1,000,000 |
| Avg. Condo price       | \$492,425   | \$505,412   |
| Avg. Townhouse price   | \$741,828   | \$694,794   |
| Avg. Mobile Home price | \$301,317   | \$250,081   |
| Houses listed          | 601         | 630         |

## RESIDENTIAL SALES (YEAR TO DATE)

| TYPE                     | 2023  | 2022  |
|--------------------------|-------|-------|
| Acreage/House            | 35    | 62    |
| Townhouse                | 384   | 511   |
| Condo                    | 675   | 905   |
| Lots                     | 38    | 127   |
| Mobile Homes             | 113   | 152   |
| Residential              | 1,031 | 1,332 |
| Residential (Waterfront) | 23    | 22    |
| TOTAL                    | 2299  | 3111  |

## ACTIVE LISTINGS

| RES   | MOBILE | STRATA | LOTS |
|-------|--------|--------|------|
| 1,092 | 94     | 796    | 224  |

Stats: June 2023 vs June 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



## TOP TIPS TO SELL YOUR HOME THIS SUMMER

### Stand out in a hot summer market

In the Okanagan, selling a home during the summer can be exciting and challenging. Potential buyers are attracted to the area by its beautiful climate, breath-taking scenery, and outdoor activities, but this also means that the real estate market is extremely competitive. Here are some strategic tips to help you stand out:

#### Looks Count

Your home's exterior will be the first thing prospective buyers will see, and first impressions are very important. For the summer, make sure the curb appeal of your home is at its best. Trim the lawn, plant some vibrant flowers, and clear away any trash. Create relaxing and entertaining outdoor areas to maximize the summer weather. Add some comfortable furniture, some potted plants, and perhaps a barbecue area to spruce up the patio. Buyers will value being able to picture themselves in their potential new home taking advantage of the warm weather.

#### Keep Cool

The Okanagan's summers can be hot, so make sure your home stays cool during viewings. To maintain a cosy environment inside, think about turning on the fans or the air conditioning. This will prevent potential buyers from being distracted by the heat while considering the features of your home.

#### Seasonal Staging

When staging your home, embrace the summer theme. Decorate with light and airy elements, use happy colours, and let in as much natural light as you can. Make your home clutter-free so you can highlight its best aspects.

#### Smart Marketing

To effectively market to potential buyers, use a variety of marketing channels. We can optimise your marketing strategy with social media platforms, professional photography and virtual tours. This will make a big difference in generating interest during the busy summer season.



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Not intended to solicit properties already listed for sale.