



## Realtor's Insight By...

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### **The Price is Right!**

**Offering you more...**

**Computerized Floor Plans**

**Professional Digital Photography**

**Solid Real Estate Advice**

**Free Comparative Market Evaluation**

**Home Staging Tips**

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As predicted, the South Okanagan real estate market is starting off the year with a lot of activity. There are more properties for sale now compared to the same period last year, giving Buyers more choice. Once Buyers know how much they can afford, they often want to see everything in their price range and criteria. This poses an interesting challenge for home Sellers who now have to price their property "right" in order to compete with the 5-10 other properties that are for sale in their neighbourhood.

By listing a property close to the expected sale price, a home is generally considered a "good listing" by buyers and other realtors. This increases the number of showings you can expect and the likelihood of receiving the offer you want in the shortest period of time. Allowing yourself too much "room to negotiate" can result in decreased showings due to the feeling of overpricing and can actually lead to a reduced sale price if Buyers think that your property has become "stale on the market".

Research done by the Canadian Real Estate Association found that homes priced at market value have a 95% chance of selling, whereas homes priced even 5% above market value reduce their chances of selling by nearly 50%!

In these changing market conditions, my knowledge and experience will help you make informed decisions. My free comparative market evaluation provides you with factual, up-to-date real estate information and is derived from analysis of recent comparable listings and sales in your area. This will keep you in the driver's seat in setting the "right price" and getting the results you want.

**For a Free, No Obligation, No Nonsense market evaluation of your home call me today at 250.486.4350!**

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