

Okanagan's Home Team



Greg Kalyniuk

Tips on Selling Your Home Privately

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HOW TO FIND A BUYER FOR YOUR HOME

In order for you to find a buyer for your home you have to ensure that it receives the maximum exposure in the marketplace. Here are a number of elements that you must include in an effective marketing campaign.

"FOR SALE" SIGNS

Put a prominent "FOR SALE" sign on your property where it can be seen easily by passing motorists and pedestrians. This is one of the easiest and most effective ways of marketing your property to passers by since it is always working for you. Ensure that your phone number is easy to read from a distance. A sign also lets your neighbours know that you are selling and they may either want to move to your home or know of someone who does.

ADVERTISING

There are a number of advertising "mediums" that work well for Real Estate. These include:

- Ads in the Real Estate section of the newspaper
- Classified display ads in other sections of the newspaper
- Distribution of colourful "Feature Sheets" around the neighbourhood
- Internet advertising – sites such as Craig's List are free
- Posters at work and in public places that allow advertising

WORD OF MOUTH

Talk to everyone you know about your home for sale and ask them if they know of anyone who wants to move to your neighbourhood.

If you would like my help with any of these ideas, please feel free to give me a call. Once again, I want to reassure you that this service is absolutely free to you and there is no obligation.

In return, all I ask is that if you decide to list your home with a REALTOR, you give me an opportunity to meet with you to explain how I go about selling homes.



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