

Okanagan's Home Team



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Tips on Selling Your Home Privately

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HOW TO PRICE YOUR HOME

Your decision on the “asking price” of your home is one of the most important decisions that you will make in the selling process.

When you set the asking price of your home take into account the following 4 factors:

LOCATION, LOCATION, LOCATION...

An extremely important factor in setting the asking price of your home is the location. Homes that are on the waterfront will sell for much more than ones that only have a view of the lake. Homes on private lots with excellent sun exposure will sell for more than the same home on a busy street. Try to compare homes that are in the same neighbourhood as your home when setting the price.

SIZE

When pricing your home compare other homes that are of similar “finished space” size. Finished space does not include things like garages, or covered patios. Also take into account the size of the lot that your house is on and try to compare it with other comparable sized lots.

FEATURES & UPGRADES

Features such as the number of bedrooms, bathrooms, decks, parking spaces, landscaping, etc. are all factors that you need to take into account when setting the price. Upgraded items such as flooring, windows, or bathroom fixtures would also increase the asking price of your home.

AMENITIES

Amenities such as being on a bus route, having a park nearby, or being close to shopping must all be taken into account when setting your asking price.

If you set your price too high, potential buyers may pass your home by in favor of more reasonably priced homes. Setting too high a price can leave your home on the market for a long time, which could give it a bad reputation among buyers who will ask themselves, why isn't that home selling? If you decide to drop the price you may end up selling your home for less than if you had priced it reasonably in the first place.

By comparing your home to similar homes that have recently sold in your area, or are currently on the market, we are able to determine an approximate selling price for your home. To receive a complimentary “Comparative Market Analysis” (CMA) for your home, feel free to give me a call.

These tips are provided to you at no cost or 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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