

5 home-selling tips for low season

While it's true that the bulk of home sales generally take place in the spring and summer, fall and winter can also be a fruitful time to sell.

"Families with school-aged children often prefer to be in their new homes before September, making spring or summer the best seasons to attract these buyers, however, other types of buyers are shopping for homes during fall and winter," says Steve Gray, a broker with Royal LePage Kelowna. "Job relocations or personal life changes or buyers scaling up or down can

create opportunities outside the traditional spring and summer markets." Gray recommends the following tips for listing your home through the cooler months:

1. Choose bright interior lighting. It is important to make your home appear warm and inviting to potential buyers. Consider replacing 40-watt bulbs with more luminous options and open drapes and blinds to let the sun shine in.
2. Limit personalized holiday décor. Potential home buyers want to picture themselves in your home. While it is acceptable to decorate for the

holidays, personal items and memorabilia should be kept to a minimum.

3. Use snow-free pictures in your listing. If possible, have your listing photos taken before the first snowfall. This will give potential buyers a better picture of your home's exterior.

4. Keep your home warm during showings. Set the thermostat at a comfortable level or consider asking your realtor to turn on your gas fireplace for a showing.

5. Shovel and salt your walkways and driveway. In doing so, you make your home more accessible, increase curb appeal and show

potential buyers that your home is well-maintained and cared for. There are plenty of opportunities to sell even when the peak real estate season ends. If you find yourself looking to sell over winter, try some of Gray's tips for success. More information is available at www.royallepage.ca www.newscanada.com





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