

Marketing is key

“When the market gets tough, the tough get marketing,” Realtor Bert Chapman says of slowing Kelowna real estate sales.

Borrowing some points from renowned real estate watcher Ozzie Jurock (jurock.com), Chapman, of Premier Canadian Properties, says realtors have to go back to basics when it comes to calling attention to listings:

- Highlighting location, location, location is as important as ever.
- Having a good real estate company website with lots of pictures and information for all listings is essential.
- Getting the listing on the Multiple Listings Service and its realtor.ca website gives additional worldwide exposure.
- Print advertising helps build exposure and image.
- And pricing a property right is the most important

As listing inventory rises, but sales soften from record levels during the past five years, all five of these points are necessary in the newfound buyer's market

While the market has shifted, Chapman stresses it's still healthy and faces a bright future.

Mortgage rates are still at historical lows and the Okanagan's inherent desirability as a recreational destination with good weather and scenery hasn't changed.

The leveling of prices and good inventory will continue to attract serious buyers, market watchers say.