

## How Picky is Too Picky?

Imagine finding a condo that is perfect in every way, except for one nagging thing. That “thing” might be a smaller kitchen than you want, fewer closets than you need or flooring that you dislike. Should you buy it anyway? How do you know if you should take a pass and keep looking? It’s not an easy decision to make and depends on several factors.

Trying to answer a few questions might help:

- How likely is it that you’ll find another condo that better meets your needs?
- How soon do you want to move? (If you’re on a time crunch, you may need to adjust your expectations)
- Is the “except for…” something that can be fixed, perhaps with a renovation? For example, there are many ways to expand a small kitchen and flooring can be changed.
- If the condo’s shortcoming is fixable, approximately how much will that cost? It might turn out that the improvement is a good investment.



- Can you live with the nagging “thing,” especially when the condo is otherwise perfect?

It can be tough to work through a decision like this, especially if you’re in a situation where you need to make an offer quickly. Call today for help.



## Unlocking the Mystery of Condo Pricing

Whether you plan on putting your condo on the market someday soon, or you’re just interested in how much your unit is worth from an investment perspective, it makes sense to have an understanding of how condos are priced. When a condo goes on the market, there is an overwhelmingly high probability that it will sell for somewhere close to its market value.

So, if a two-bedroom unit in a neighbourhood sold for “X” dollars, you can expect a similar unit down the street to sell for roughly the same price.

That’s why real estate agents look closely at recent condo sales in the area in order to advise clients on the best listing price.

Are there other factors that determine selling price? There are many. Home improvements like an updated kitchen or bathroom, special features such as a large deck, as well as the general attractiveness of your condo, can all increase its value to potential buyers. While some of these characteristics may help boost its selling price, others may simply help you to sell your condo more quickly.

## Turning Viewers into Buyers

What do you want from an open house? Obviously, you want to attract a lot of potential buyers — and have at least a few of them become seriously interested in your condo.

So how do you make your open house as successful as possible?

- **Sniff around** - The scent is one of the first things people will notice when they walk into your place, and yet there are probably smells around your condo that you’ve become used to, or even like, such as lingering perfume scents in the bathroom or remnant odours from cooking a pungent meal. Try to make

