

# The February Update



Hey there!

February is here, and so is your latest newsletter! We've got the scoop on some cool happenings, sweet surprises, and stories that'll give you all the feels during the month of love.

Keep reading for all the February updates like events in our city and the real estate market this month.

As always, if there's anything we can assist with, send us a message, we're always here to be a resource!

## This proven pricing strategy may surprise you...

Instead of aiming for the highest listing price, consider setting it slightly lower than the market suggests. Why? Because it can create a buzz around your property, drawing in multiple offers and creating a competitive atmosphere.

And here's the kicker: When buyers sense that they might miss out on a great deal, they often push the final sale price above the initial listing.

That means you could end up with more money in your pocket than you expected!

Not only does this strategy help you sell your property quickly, but it also helps you get the best possible price in the current market.

It's a bit counterintuitive, but it leverages buyer competition to your advantage.



# THE MARKET AT A GLANCE

SOUTH OKANAGAN NUMBERS - JANUARY 2024

## Single Family



## Townhouse



## Condo



\*Benchmark Price: Estimated sales price of a benchmark property. Benchmarks represent a typical property within each market.

# Events in The South Okanagan this February

Never miss a beat on local events happening this month. For more, check out our Instagram!



## A NIGHT AT THE ROLLER RINK AT THE PTCC

Friday, February 9th  
5pm - 9pm

Penticton Roller Skate is back for the winter season!  
We will be hosting on Friday February 9th!  
We will be offering 2 skating blocks:  
Family Skate: 5:00pm to 7:00pm  
Skaters 13 and younger require helmets.  
Adult Skate: 7:00pm – 9:00pm



## "BIRTHDAY CLUB" AT MANY HATS THEATRE

Fridays & Saturdays  
7:30pm  
Sundays  
2pm

We are opening our 2024 season with Phil Olson's hilarious Birthday Club on February 9 and it runs until March 3. Performances will be Friday and Saturday, 7:30pm with a Sunday Matinee at 2:00. (Note that there are no Thursday evening performances.)



## WILD EDUCATION AT THE PENTICTON LAKESIDE RESORT

Feb. 17th & 18th  
10am - 5pm  
Feb. 19th 11am - 4pm

British Columbia's most unique animal rescue and education centre is coming to Penticton for Family Day weekend!  
This will be the largest display of reptiles, amphibians, arachnids and other small animals they've ever done! (including a 120lb tortoise!)



## FAMILY DAY AT THE SOEC

February 19th  
12pm - 3pm

Family Day at the SOEC is a free-to-attend event and will include an exciting lineup of activities for all age groups, including a free skate, fun and games, BBQ by donation, and the new addition of a Sensory Space where individuals can wind down in a relaxing environment. This event is an opportunity for families to come together, share joy, and create lasting memories.

# February Home Maintenance Checklist

- ✓ Clean bathroom exhaust fans
- ✓ Vacuum and clean heating vents and registers
- ✓ Check outdoor hoses and faucets for damage
- ✓ Degrease and clean your range hood filter
- ✓ Review home insurance policy
- ✓ Clean and lubricate the garage door
- ✓ Check to ensure outdoor lighting is working properly
- ✓ Check for signs of pests or rodents



## Have questions about real estate?

Whether you're interested in purchasing your first home, moving up, downsizing, or investing, our team is here to be a resource to you.

Reply to this email if you have any questions. We're always here to help!

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## Connect with us on Instagram

[Click here for more The South Okanagan real estate updates!](#)

