



9 REASONS TO MARKET YOUR HOME OVER THE WINTER & HOLIDAY SEASON

- 1. There are less homes competing for the buyer to see, this can result in a higher selling price.**
- 2. Both your home and the neighborhood look their best during the holidays. Bright-white snow, colorful holiday lights..... therefore buyers will appreciate your home more this time of the year.**
- 3. Generally, people are not going to “bother you” during the key days of the holidays since they too have celebrations.**
- 4. Buyers have more time to look at homes during the holidays than normal.**
- 5. Since January is traditionally a significant transfer month, the holiday time is when those transferee’s will come looking.**
- 6. By selling now, you can negotiate a possession to suit your needs since people usually do not want to move in the cold, snow packed weather.**
- 7. Selling in the winter allows you the opportunity to buy in the spring when more homes are on the market, and this way you will stand above other shoppers, since you will not have a home to sell.**
- 8. You will probably have fewer actual showings, but they will no doubt be more motivated. Why else would someone spend the holidays/winter out in the cold looking at homes?**
- 9. Corporate transferees need to buy a home now, they cannot wait until spring. You will be capturing a very motivated group of buyers that the “lets wait ‘til spring” seller misses.**