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5 Reasons Why Selling a House in the Winter May Be the Best Decision Ever

1. Low inventory = less competition

Since spring is the most popular home-selling season, the housing market is ultra crowded with options at that time of year.

"Most sellers still think they need to sell in the spring, but that means there is more competition for buyers' attention," says Matt Van Winkle, founder of Re/Max Northwest in Seattle. In the winter, there are fewer homes for sale. That competition over low inventory can make winter an ideal time to sell your home.

2. You get to show your home's winter-readiness

Selling in the winter also gives you the opportunity to show that a home is designed to handle the harsh elements. Also, homes with features like fireplaces and hot tubs are certainly more appealing during the winter months.

3. New parents may be looking to upgrade

The baby boom in September may lead to more buyers later in the year. According to data from the Center for Health Statistics and the Social Security Administration, there are more birthdays in September than at any other time of the year. Therefore, there's likely to be a crop of growing families looking to buy a larger house.

4. Winter brings out the serious buyers

Not everyone looking at houses intends to make a purchase. Some people are contemplating moving and may just want to see what's on the market. Since more homes tend to go on the market in spring and fall, this is also when window shoppers are likely to be out looking

However, this is less likely to happen during the winter months. Fewer people may attend open houses/showings but those who take the time to see your property during the colder season tend to be more serious buyers

5. Year-end financial bonuses, payouts, and tax returns

These types of payouts typically happen around the same time and may give buyers more leverage when it comes to disposable income available to purchase a new home.

Source: https://www.realtor.com/advice/sell/reasons-to-sell-a-home-in-winter/?cid=eml_shares_article