



CENTRAL FLORIDA REAL ESTATE NEWS

Keeping You Up To Date On Housing Trends
& The Local Real Estate Market

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Selling Your Home During Winter

Most people want to shy away from selling their homes in the winter, whether it be from the cold, the holiday craziness, or because they simply think that their home won't sell for enough money. Although, winter may not be the most popular time to sell a home, this does not mean you need to wait for it to warm up to list your property. With some hard work and a good strategy, you can make your home stand out to potential buyers.

There are many reasons why you shouldn't have to wait until Spring to list your home, as well as tips and tricks to make the process easier. One good thing about winter, is that it brings out serious buyers. Not everyone looking at houses intends to make a purchase immediately. Some people are contemplating moving and may just want to see what's on the market. Since more homes tend to go up for sale in the spring and fall, that is when the window shoppers are likely to be out looking. However, the cooler weather & the crazy holiday season makes the "window shoppers" scarce.

Another good reason to sell your home in the winter is because the competition is less fierce. Spring is the most popular home-selling season, which makes the housing market crowded with options. But in the Winter, there are fewer homes for sale, therefore the competition over low inventory can make winter an ideal time to sell your home. The end of the year also brings about year-end financial bonuses and payouts. As a seller, year-end performance reviews could mean that people have more money to spend on a home.

WHAT'S INSIDE:

P2 - Should We Meet This Month?

P3 - Around Our Town

P3 - Featured Home

P4 - Service Pros In Our Area!

Selling your home in the winter might seem like a lot of work, but there are plenty of ways to smooth out the process. Light a fire and decorate for the holidays to make your home seem more inviting.

Don't forget to keep the exterior clean of any ice or rubbish and try to show your home during day time so potential buyers can see the house in the best light. The biggest tip of all would be to price your home right. The competition for selling a home may be less due to the winter season but this does not mean you should price your home excessively high. Last but not least, make your marketing material count so you can get your house SOLD. We can handle all of that. Don't be afraid to put you home on the market this winter. You might be surprised how easy selling with less competition can be and the profit margins can be MUCH greater!