



IS WINTER A GOOD TIME TO SELL MY HOME?



In many parts of the country, selling a home during the winter months can be a challenge. Dreary, cold weather and the end-of-the-year holidays can keep buyers away and heighten fears of your home staying on the market longer than expected. However, there are a few things you can do to enhance “curb appeal.” And when that happens, buyers will take notice.

For example, if your home has been on the market for more than six months, it’s probably time to change the sales approach. There are several factors that could be reviewed with your real estate agent to determine improvements that can be made. Ask for a reassessment of the sales price, it may be too high for the current market.

There are only a few things that will determine if a home sells. They are Location, Condition, Market, Exposure and Price. You can’t move the home to a new location, but you can make improvements in the Condition of the home. Now that we realize that we can’t do anything about the Location; and if you have done all you can to make your home appealing, then the Price becomes the only variable for consideration.

When setting the asking price through a comparative marketing analysis, compare similar homes sold in the winter months. Many owners set their asking price too high because of comparisons with sales prices of homes selling during peak seasons. Always try to compare like properties sold at the same time of the year. It is also important to consider market adjustments when setting your price. The price you paid for the home is public knowledge and it will be difficult to justify a higher price in a declining market.

Once you’ve settled on an asking price, it’s time to spruce up the interior and exterior of your home. Many real estate agents recommend opening as many curtains as possible to add light and color to rooms. Keep photos of your home during warmer months in full view, show off that beautiful yard you work hard to maintain.

Staying on top of winter maintenance and chores is another sure-fire way of adding value to your home. A neatly maintained yard and landscape during the winter is very important. A dormant grass without winter weeds will show that the yard is well maintained and is the first impression a buyer will have of the condition of your home. Keep the yard, driveways and walks just as clean as you do in the summer months. Also, make sure the leaves are raked and the winter yard is spruced up with some tasteful holiday décor or seasonal color.



Take yourself on a tour of your home. Start at the curb, move to the front door, through the entry and work your way through the house. More than likely you'll see many previously undiscovered cluttered spaces and needed repairs that can turn off potential buyers.

You may worry that the holiday season is not a good time to sell your home, but the experts cite many BENEFITS in listing your home during this time:

- Other people are waiting to sell, go ahead and list
- Homes show better when dressed for holiday parties and visitors
- Buyers looking this time of year are motivated and serious
- It is a good time for students to switch schools
- Buyers and sellers can reap tax benefits
- Neighborhoods appear homier
- Interest rates may be lower, allowing buyers to qualify for a larger home
- Minimal yard maintenance required during winter months
- Potential adverse changes in the market after the first of the new year
- More inventory in January vying for marketing attention
- Many companies conduct corporate moves at year-end
- Buyers have year-end bonuses available for closing costs, etc.
- Easier to find contractors to do repair work
- You might miss the perfect buyer
- People are in the mood to buy during the holidays
- People want to move and be settled before the holidays

Go ahead and put out those decorations but be careful not to overdo it, the buyer should have a chance to see your home in its everyday condition.

The timing of selling your home is really up to you, your needs and your desires. One thing is for sure, people are always in the market for buying a home, no matter what season!

For more information or assistance, contact The Doane Realty Group by calling or texting 214-755-3378 or at realestate@doanerealtygroup.com