



# 5 Reasons to Sell Before the Selling Season Picks Up

A common thought in real estate is never list your home in the winter offseason. Perpetuated by industry experts, agents and repeat sellers alike, this saying encourages many would-be sellers to wait until the spring peak to list their homes. However, studies show that homes listed in the winter offseason not only sell faster than those in the spring, but sellers also net more above asking price at this time.<sup>1</sup> Don't wait until spring to sell. If you've been thinking of selling your home, here are five reasons to list now.

## 1. TAKE ADVANTAGE OF LOW INVENTORY.

Since most sellers are waiting until spring to list, local inventory falls during the offseason. However, there are still motivated buyers who are ready to move now and don't want to wait that long to purchase a home. According to the National Association of Realtors, 55 percent of all buyers purchased their home at the time they did because "it was just the right time."<sup>2</sup> While you'll likely have fewer showings in the offseason, buyers who do visit will be more serious about writing an offer. As a result, your home will likely sell faster than it would have during the peak season.

## 2. SET A HIGHER LISTING PRICE.

Homes sold during the offseason sell at a higher price, on average, than those sold during the spring and summer peak. There are many reasons for this. First, motivated buyers are willing to pay closer to the asking price for a home. Second, homes are more likely to be priced right and reflect the economics of not only the local market, but the neighborhood as well.

## 3. YOU'LL RECEIVE MORE ATTENTION.

If you'd like to hire a tradesperson to handle routine maintenance or undertake a minor home renovation before you list, you may be able to take advantage of flexible scheduling and cheaper rates. Many of these professionals experience a winter offseason, and will be able to focus their time and attention on you and your project.

Sources: 1. Time, October 30, 2015

2. National Association of REALTORS, 2016 Profile of Home Buyers and Sellers

## 4. EASIER TO MAINTAIN CURB APPEAL.

Curb appeal sets the stage for what interested buyers can expect when they step foot in the home during a showing or open house. If you list your home during the peak of the selling season, you may exhaust your time and your energy maintaining a lush landscape that will attract potential buyers and set your home apart from other similar homes in the area.

The offseason eliminates the pressure to maintain a picture-perfect front landscape. Since most grass, shrubs and plants go dormant at this time of year, you'll have less to maintain. If you live in an area that experiences a traditional winter, your landscape will be covered with snow. Even if you live in a milder climate, you may not have to mow as often, if at all. It's still important to ensure your exterior appears *well-tended*, so make sure your walkway and front porch remains free of snow, ice and debris.

## 5. TAP INTO THE LIFE CHANGES OF BUYERS.

Many buyers receive employee raises and bonuses at the end of the year. If they've been saving to buy a home, this extra money may allow them to reach their goal for a down payment and put them on the path to becoming a homeowner. Additionally, companies often hire new employees and relocate current ones during the first quarter of the year, creating a strong demand for housing. If you live in an area that's home to a large company or has a strong corporate presence, this may be the perfect time to list.



## THINKING OF LISTING IN THE OFFSEASON? 3 THINGS TO DO BEFORE YOU LIST.

Get your home ready to sell by following these tips.

**1. Schedule maintenance.** Buyers, especially first-time buyers, want a home they can move into right away; they don't want to repair the roof or the furnace or replace windows with blown thermal seals before they move in. Do the scheduled maintenance and make repairs before you list your home for sale.

**2. Create light.** Balance less natural light outdoors by turning the lights on inside. Since people naturally tend to buy emotionally, turning on the lights helps create a sense of warmth and coziness. Light a fire in the fireplace, if you have one, fill your home with the scents of the season, such as vanilla or fresh-baked cookies, and put a throw blanket on your sofa.

**3. Give your home a thorough cleaning.** Cleaning puts your home in its best light. Clean and polish all the horizontal surfaces of your home, including countertops, window sills and baseboards; have the curtains dry cleaned or otherwise laundered; wash windows, glass doors and their tracks; vacuum carpeting and polish all wood surfaces, including the floor.

If you're thinking of selling, give us a call!  
We'd love to help you position your home  
to sell in our market.

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