

Why winter can be a great time to sell

In most real estate markets, there are generally two times of year when the majority of sellers put their houses up for sale: mid-summer and early spring. The sun is out, gardens are flowering and getting houses prepped for sale is a little bit easier with warmer, finer weather.

While these are great times to go on the market, the influx of new listings can actually dampen demand, giving buyers a large amount of choice, often increasing the time sellers need to stay on the market to secure a sale.

With new houses coming up for sale every day, buyers can fall in (and out) of love with homes very quickly.

On the flipside, owners who choose to sell in winter often benefit from having very little competition (in the form of similar houses for sale). They find the pool of available buyers are more focussed on their property, as there isn't a huge influx of other, new options coming on the market each week.

In our experience, there are always lots of buyers in the market, no matter the time of year. There are always people who need to move and their deadlines often dictate buying a home in winter. People are always moving cities, needing more space, downsizing, buying their first home, looking for an investment property or just trying to find their dream home.

If you can find the courage to put your home on the market in winter, you can benefit from selling in a market which is short on supply, with plenty of buyers still actively looking.

What's the downside?

- It can be harder to get outside jobs done before going on the market in winter, particularly painting touch-ups or garden improvements.
- It can be cold, and windy which might stop visitors from appreciating your beautiful outdoor area.
- It might rain on your open home day, putting a bit of a dampener on things.

At the same time, there is nothing quite like the joy of walking into a warm home on a cold winter's day. If your property can be heated effectively, you can create a cosy environment buyers simply won't want to leave.

Owners often rule out winter as an option but in our experience, the owners that do take the plunge in the cooler months secure great prices because buyers have fewer



houses to choose from. That means more eyeballs (and potentially more offers) on your home.

Sell with your future buyer-selves in mind

If you know most owners choose to sell in spring, then a smart play is to sell your home in winter, so you can be a cashed-up buyer when all the new properties hit the market. That way you greatly increase your chances of finding a home you love, in the short amount of time available.

What's next?

You may have a number of other questions about the selling process. How much does it cost? What renovations add the most value? Should you buy first? Or sell first?

Call us today to book a no-obligation chat about your upcoming move. We can provide answers to the questions above and any others you might have. We love putting our vast experience to work helping owners in our community make smart real estate decisions

Remember – Advice is Free - Mistakes are costly.

Call me at anytime to discuss

Alison Cameron

