

Selling Your Home in Winter

Just like the temperatures, the housing market tends to cool off in the winter. But with demands sitting where it is these days, there really isn't a bad time to put your house on the market. Here are some pros and cons of selling during winter from Moving.com.

PRO: LIMITED INVENTORY RESTRICTS OPTIONS AND MOTIVATES BUYERS

Because fewer people sell in winter, that means less competition for your home and buyers are even more limited than they already are in this market. With fewer homes for sale, it makes it easier for your home to stand out amidst the competition.

Buyers that are looking for a home during the winter months are also typically more motivated to buy. These are people that mean business, not just nosy neighbors who suddenly decide to jump into the real estate market. It could be that they're relocating or



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REAL ESTATE 101

Getting Your Home Ready for Market

No matter what time of year you're getting ready to sell your home, there is probably plenty of work to be done to get your house ready for the market. Realtor.com offers this 12-point checklist to getting your home ready to sell. [realtor.com/advice/sell/home-selling-checklist-things-to-do-before-selling](https://www.realtor.com/advice/sell/home-selling-checklist-things-to-do-before-selling).

suddenly need a new space — whatever it is, winter buyers mean business. They want to get in your home quickly and for a good price.

PRO: YOUR REAL ESTATE AGENT IS FOCUSED ON YOU

Along with fewer homes for

sale comes the fact that your real estate agent will have a smaller portfolio in the winter, meaning they can spend more time and energy marketing your property.

Realtor.com says that community real estate agents are the experts in knowing what buyers (and sellers!) want in

your area. They track trends and know what sells fastest and for what price point. The site recommends finding a reputable agent by asking friends and family for recommendations, looking for real estate signs in your area, attending open houses and meeting agents, and calling

brokerages around your home.

CON: CURB APPEAL MAY BE LACKING

Your lawn and garden may not look in tip-top shape during the dreary winter months, even if you live in a warmer climate. But there are still things you can do to help out, including shoveling snow and keeping driveways and sidewalks clear, fixing air leaks and making sure your home is properly winterized.

You can also turn this gloomy time of year to your favor. This is a great time of year to show off any energy efficient upgrades you've made. Some features to highlight would be smart thermostats, solar panels, window treatments, energy efficient windows and doors, insulation, a newer HVAC system and a tankless hot water heater.

CON: LEAVING THE HOUSE IS HARDER

Showing your home to potential buyers means that you (and your pets) need to be out of the house. And that's not as easy during winter. In warmer months, it's a piece of cake to pop down to the local park for half an hour or so, but win rainy, cold months, you might end up huddled in the car. Have a plan for showings and be prepared for last-minute ones.



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HOMESWISE GLOSSARY

Listing broker: The broker that represents the seller and has the property listed for sale. It is often another broker, representing a buyer, that secures and offer to purchase the property. In such cases, the brokers cooperate and the commission is split between the two companies. **SOURCE:** MLS.com

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