



Top Tips – Selling Your Home During The Holidays

There are many factors that affect buyer activity more than the change of the seasons such as interest rates, lender incentives or requirements, inventories and more. These factors can motivate buyers to look at homes and make good offers even with all of the goings-on of the holiday season.

❑ Why Your Home Should Stay On the Market

- During the holidays buyer activity might slow down with fewer buyers looking, but activity does not stop. As other sellers pull their home from the market your home, if listed, will be one of a more limited number competing for buyers.
- You never know when the right buyer might come along no matter the time of year. We have put many homes under contract and at great price in December, January and February.
- Look outside – there is NO SNOW, meaning there are absolutely no barriers for buyers to look at homes and move.
- It signals to buyers that you're serious about selling and they may need to act more quickly.
- The people looking this time of year are usually the more serious, ready to purchase buyers.
- Offers are offers. If they come during the holidays and have terms like closing too quickly or at a time when you will be away, then you can counter-offer.
- In the recovering economy buyers and sellers are eager to reach agreements quickly. Part of reaching an agreement means they are more likely to compromise on the closing dates.
- It's the chance to show buyers the beauty of your home during the holidays.
- Remember you can still display spring or summer pictures in brochures or online.

❑ Use the Holidays to Your Advantage

- When it comes to holiday displays – less is often more. Do not be Chevy Chase in “Christmas Vacation.” Be tasteful and even understated with decorating inside and out.
- If you put up lights, use smaller white lights for a more classic look.
- The classic single candle in each window (electric) is an extremely welcoming holiday decoration.
- Display traditional reds and greens, both of which are emotionally appealing colors.
- Consider exterior lights that shine on the house. These can be very dramatic and show off your home's unique architecture and the wreath on the front door.
- Leave your house lit up well into the night so evening drive-by buyers get a treat.
- Be sure that at the very least, the main entrance and initial entry light are on for showings – many showings can be after dark.
- Be diligent with snow removal and deicing on driveway, walks, and steps.
- Smells matter too - include pine cones, rosemary, cider on the stove, and other holiday scents.
- Turn up the heat – a warm house is inviting and a buyer will want to spend more time warming up and walking through.
- Turn off the music. One item we do not recommend is holiday or any music for showings.
- If you're showing your home during the holidays treat your buyers to cookies

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