

Top Tips – ‘Selling Season’

Is there a ‘selling season’ or an ideal time to list and sell your home?

- ❑ Sellers typically follow this up with statements/questions like:
 - Everyone lists in the spring because that is when buyers are looking, right?
 - We’re heading into winter – no one moves in winter or over the holidays, right?
 - It’s the middle of summer – there is usually a lull and very few showings or sales, right?
 - We have lovely gardens... shouldn’t I wait until the gardens are in bloom to list?
- ❑ Answers / Thoughts
 - No – there is no ‘selling season’ - buyers look to move throughout the year.
 - People still move in the winter months and being on the market as others come off means you have fewer listings competing for a limited pool of buyers.
 - Summer – yes people are on vacation and this can lead to a few less showings but there are people that are looking during this time in hopes to be in before school and snow.
 - Maybe your lawn and gardens look better in bloom but if the real estate market is slower or there is more competition, waiting for spring might not be ideal.
 - There are other factors that influence the market more than the time of year, for example:
 - Interest rates – low rates can drive buyers to act now in fear that rates will increase.
 - Prices – do buyers believe prices are low or at bottom – this can motivate them act no matter the season.

Information & Resources

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