

Why You Should Have Your Home on the Market Over the Holidays in 2011

1. Many other properties will be taken off the market and re-listed after the holidays. Inventory will be lower and you will have less competition.
2. Only serious buyers look for a home during this time. Most November-December home shoppers need a home now. These are motivated buyers. If you are going to keep your home clean and rush out at a moment's notice, doesn't fewer showings with more motivated buyers sound good?
3. Less competition with more motivated buyers means better negotiating power for you, the seller. It's just a fact. People shopping for a home during the holidays want to get the task accomplished and know where they are taking their family. They are more emotional, as we all are. They do not want to be taken advantage of, but may have less patience for lengthy negotiations and just want to get the deal done.
4. Your home will show beautifully, with little extra effort on your part. The smell of pine or baking, the warmth of holiday decorations - these create an inviting showing atmosphere. The homey feel created by the holiday season can be a propellant to buy!
5. Continued low interest rates and the approach of the end of a financial year may also work in your favor. Some people are driven by tax strategies or personal goals to go under contract or make a large purchase before year end.
6. It is very possible to go under contract now, and delay closing until after the holidays. This timing suits many buyers, so do not be discouraged by thinking about a holiday move.
7. January is a big transfer month and buyers may use their holiday time to shop for their new home. Corporately relocating buyers usually are motivated, consistent to a timeline, and backed by corporate benefits to assure the closing occurs smoothly.
8. Less wait time for home inspectors and appraisers. Remodeling, decorating, appliance installation and other services are more available and at less of a premium.
9. Fewer home sales and fewer refinance transactions may translate into less demand for mortgage money during the holiday season. Motivated lenders can mean cash in your pocket!
10. The expansion of the Internet and the numbers of people who use it have added a significant off-season dimension to real estate sales. With time at home, the number of "hits" per listing increases over the holidays. Fewer listings + more hits = better exposure for your home!
11. Selling now allows you to become a non-contingent buyer in the spring, when you will have many choices as a buyer yourself! You will increase your own negotiating power as both the seller and then the buyer!
12. AND A MOST IMPORTANT TRUTH: Best Realtors: All the part time Realtors have taken this time off!

