

10 REASONS TO LIST DURING THE HOLIDAYS

- **“When you have your home for sale, do you only want serious buyers looking?”**
People who look for a home during the Holidays are more serious buyers!
- **“Are you interested in getting as much money as possible for your home?”**
Serious buyers have fewer houses to choose from during the Holidays and less competition means more money for you!
- **“You don’t... want to lose money on your home do you? Would 3, 4 or maybe \$5,000 extra for your home interest you?”**
Since the supply of listings will dramatically increase in Spring, there will be less demand for your particular home! Less demand means less money for you! Plus, buyers are more emotional during the Holidays, so they are more likely to pay your price!
- **“Do you decorate your home for the season?”**
Houses show better when decorated for the Holidays!
- **“Will you have extra time off work over the holiday season...Buyers are just like you”**
Buyers have more time to look for a home during the Holidays than they do during a working week!
- **“Do you use your mortgage payment as a tax deduction?”**
Some people must buy before the end of the year for tax reasons!
- **“The number of national and international firms here provide a real opportunity”**
January is traditionally the month for employees to begin new jobs. Since transferees cannot wait until Spring to buy, you must be on the market now to capture that market!
- **“If you could see your home without the interruption of showings during the holidays, would that be a benefit for you & your family?”**
You can still be on the market, but you have the option to restrict showings during the six or seven days during the Holidays!
- **“Could you sell now and move...in the new year?”**
You can sell now for more money and we will provide for a delayed closing or extended occupancy until early next year!
- **“Do you know how the law of supply and demand can benefit you?”**
By selling now, you may have an opportunity to be a non-contingent buyer during the Spring, when many more houses are on the market for less money! This will allow you to sell high and buy low!

Give us a call to discuss further the timing that will work for your situation.

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