

# 10 REASONS

## To List A Home During the Holidays

Compliments of Coldwell Banker and Guardian Title

1. Buyers who look for a home during the holidays tend to be more serious about buying.
2. Serious buyers have fewer homes to choose from during the holidays, which means less competition and more money for you.
3. History shows that the amount of listings dramatically increase after January 1st. With more properties on the market, there is more competition and less demand for your particular home.
4. Homes show better in the winter months when decorated for the holidays! Buyers are more emotional during the holidays, so a warm and comfortable environment adds to their appeal to buy your home.
5. Often buyers have more time to look for a home during the holidays than during a regular work week, especially with their additional vacation time near Thanksgiving and Christmas.
6. Many people want to buy before the end of the year to take additional tax advantages.
7. Traditionally, January is the month for corporate transferees to begin new jobs. Since transferees cannot wait until Spring to buy, you must be on the market during the holidays to capture that market and close very early in the calendar year.
8. You have the option to keep your home on the market while simply restricting showings during specific times to accommodate your special family celebrations and holiday events.
9. You may have the option under contract to close before the year's end, but delay possession or negotiate rent-back of your home until early next year.
10. By selling now, you may have the opportunity to be a non-contingent buyer in the Spring when many more homes are on the market for lower asking prices. This will allow you to sell high, buy low, and increase your contract negotiating power.

