

Best 10 Reasons to Sell over the Holidays!

The objection you'll start to hear from Southwest Florida sellers over the next 45 days is that they are too "busy" during the holidays to sell. Educate them gently with the following reasons why the Holidays are the BEST time to sell a home here.

1. People who look for a home during the Holidays are more serious buyers! Think about it... if you had a choice during the busiest time of year – are you going to be tire kicking for homes? Of course not!

2. Serious buyers have fewer houses to choose from during the Holidays and less competition means more money for you! A lot of folks withdraw their homes from the market during the holidays... less competition = more \$.

3. Since the supply of listings will dramatically increase in January (20%+ historically), there will be less demand for your particular home! Less demand means less money for you.

Homes sell from Oct. 1-Dec. 31 in SW Florida typically sold at 97% of list price. The remainder of the year, including season, SW Florida homes typically sell for 94.3% of list price. How much is 2.7% of you home? For most people, that's about \$10,000 in profit left on the table. What would you do with an extra ten thousand dollars this year?

4. Houses show better when decorated for the Holidays! They are warmer and represent the reason people own homes... security and emotion.

5. Buyers are more emotional during this giving time of year, statistics show they haggle less and typically pay more – often with a heart of generosity.

6. Buyers typically have more time to look for a home during the Holidays than they do during a normal working week.

7. Some people must buy before the end of the year for tax reasons, let's be sure yours is out there for them! Usually these are savvy buyers who don't play games.

9. You can still be on the market, but you have the option to restrict showings during the six or seven days during the Holidays... don't throw away months of opportunity for only days when you do not want to show – it can be a win/win.

10. If you don't want to move over the holidays, you can sell now for more money and we will provide for a delayed closing or extended occupancy until early next year – best of both worlds.