

Compliments of:
Sherie Clipson - Realtor®
104 S. Washington Ave., Ste B
Newport, WA 99156
(208) 660-9221 – phone
(888) 909-5542 - Fax

Top 10 reasons to list your home in the Winter!

1. Most Serious Buyers- Winter months might mean fewer showings and less buyers, but those buyers that are searching for property during the winter months are usually very serious about making a purchase.
2. Less Competition- Because most people wait until spring and summer to list their homes...listing yours during the winter months means you will have far less competition in your local market than at any other time of the year.
3. Tax refund time- Potential homebuyers will file their tax returns early hoping to use their refunds for down payments. For many tax filers those refunds will begin to roll in as early as mid February. If you wait until spring to list your home you'll be missing out on this huge buyer pool!
4. January is the Biggest Transfer Month- Did you know that more corporate moves happen during the month of January than at any other time of year? This is a great reason to list your home during the winter!
5. Timing- By putting your home on the market during the winter months you may be able to have more control over the timing of your sale and could more easily hit your personal moving goals!
6. More Time to Get Top Dollar- By starting to market your home during the winter months, with less competition, you may be able to secure a higher price for your home than you would during the spring and summer months when competition is high.
7. Great Time to Shop- If your home sells quickly you will be able to shop for your next home during the winter, this is a great time to move up and take advantage of motivated Sellers!
8. More Marketing- Because most agents and offices have lower inventories during the winter your home may be marketed on more websites and more often than during the spring months.
9. More Attention- Most agents will be able to devote more specialized attention to your needs during the winter because they have less clients to manage. This means better syndication of your listings to more websites, search engines, and portals.
10. The Market- Today's interest rates are still at historical lows. This gives buyers more spending power, and will be even more important when you begin shopping for your next home.