

HOW TO IDENTIFY THE BEST SEASON TO SELL YOUR HOME

Realizing the time has come to sell your home can create mass confusion. Timing is everything in real estate; however, some also believe one season is better than another to sell your home.

If you ask a real estate professional when you should sell your home, most will say, "Now is the best time to sell your home".

Real estate today is a year-round business, and most agents will agree that they do nearly as much business in December as in June.

If that is the case, then how do you decide which is the best time of year to list your home? Each season has its own characteristic. Let's review each one.

According to most real estate professionals, spring is the busiest time of the year for buyers and sellers -- spring offers the opportunity to showcase their home at its best. There's always something nice about listing your home when it's not too hot or too cold out and the air is fresh.

If you have a green thumb, summer might prove to be the best time to show off your garden. Potential buyers come through houses looking for such amenities as a well-cared-for garden. Also, if your kids are away for the summer, you might be able to keep their rooms clean from one showing to another. If you have central air, this season is also a great time to show it off. This is also a great time to boast about any access to summer recreational activities such as a beach, a lake, or community tennis courts or swimming pools.

A possible downside to showing a house in the summer is that most kids are home, and you'll have to work harder to ensure their rooms are maintained clean enough for buyers to get through them.

Even though falling leaves could make for extra work in the fall, with children back at school, daytime showings might be easier to accommodate. The tax benefits of homeownership can be a push for homebuyers to get into a new home by December 31.

Fall is historically a shorter selling season. A home that doesn't sell in the fall can be stigmatized as being held over on the market until the New Year. An old listing number in the MLS can give buyers the misleading impression that a home has been on the market for a long time and the seller might be willing to accept a lower offer.

Real estate professionals agree that only the most motivated buyers and sellers are active in the market during the winter season.

If you decide to sell your home in the winter, expect the unexpected. You will come across buyers who want showings at odd hours, or during your family holiday parties. At this time of year, you can expect potential buyers to track mud, snow, and salt through your home.

In conclusion, how do you decide which is the best season to sell? As discussed, every season offer some pluses and minuses. If you want to list your home in the spring, you might want to list in mid-January, rather than waiting for February or March. On the other hand, you might get even more attention if you wait until mid-March, when many of the spring houses have already come on the market and buyers are hungry for something new.

Real estate is an industry of immediacy. It's always a good time to sell your home if the price is right, no matter what the season.