

# 12 REASONS TO SELL YOUR HOUSE DURING THE HOLIDAYS

*If you were planning on waiting to list your home until after the holidays, these considerations might be of interest to you.*

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1. People who look for a home during the holidays are more **SERIOUS BUYERS!**
2. Serious buyers have **FEWER HOMES TO CHOOSE FROM** during the holidays and less competition means more money for you!
3. Since the **SUPPLY OF LISTINGS WILL DRAMATICALLY INCREASE IN JANUARY...** there will be less demand for your home at that time. Less demand means less money for you!
4. Homes always **SHOW BETTER** when decorated for the holidays!
5. Buyers are **MORE EMOTIONAL** during the holidays, so they are more likely to pay your price!
6. Buyers have **MORE TIME TO LOOK FOR A HOME** during the Holidays than they do during a regular week!
7. Some people have to **BUY BEFORE THE END OF THE YEAR** for tax reasons!
8. January is a month that a lot of **EMPLOYEES BEGIN NEW JOBS**. Since transferees cannot wait until the spring to buy a home, you must be in the market now to capture those buyers!
9. You can still be on the market, but you have the option **TO RESTRICT SHOWINGS** 5 to 7 days during the holidays!
10. You can **SELL NOW FOR MORE MONEY** and we can provide for a delayed closing or extended occupancy until next year!
11. By selling now, you have the opportunity to be **NON-CONTINGENT BUYER** in the spring, when more homes are on the market for less money!
12. This year interest rates are rising. A lot of buyers want to buy now before rates go higher.

*\*Bonus Reason - Employees that receive **YEAR-END BONUSES** are motivated to buy during the holidays.*

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