

Should You Sell in a Slow Season?

A slow real estate season is defined as a period of time that has less activity — fewer listings, fewer transactions, etc. — than other times of the year. In many areas, the slow season is in the winter, but it can be at other times as well.

The question you might be asking is, “Does it make sense to sell in a slow season?”

In most cases, the answer is yes.

Why? Consider the following:

First of all, just because there is less activity in the local market doesn’t mean the market isn’t tilted in your favour. It might, in fact, be a seller’s market, with some eager buyers just waiting for a property like yours to become available.

Also, a listing tends to stand out more when there are fewer competing properties for sale. So, if you sell now, your listing will likely get noticed.

It is also worth considering what the market might be like if you wait a few months before selling. The real estate market is notoriously difficult to predict. It might, in fact, end up being less ideal to sell a few months from now than it is today.

If you’re worried about whether your home will sell in a slow market, consider this: Properties sell all the time and in every kind of market. Yours can too.

So, the question shouldn’t be “Should I sell today?” The question you really want to ask is, “If I sell today, how



much am I likely to get for my home, and how long will it likely take to sell?”

When you get those answers, you’ll be able to make a more informed decision as to whether you should sell now or later.

Call today for more information.

Making your Main Floor Show Well

Where do buyers form the most lasting impression of a home for sale that they visit? On the main floor!

When buyers view a property, they often spend a lot of time on the main floor, thinking and imagining. They visualize cooking in the kitchen, having family dinners in the dining room, and entertaining guests in the living room. They even mentally calculate how their furniture will fit!

So, making the main floor look great to buyers is crucial when selling your property. How do you do that?

An effective technique is to walk your main floor the way a buyer would. Start at your front entrance. Stand there for a moment and look around. Get a sense of the impression a buyer is likely to get from that perspective.

Next, walk to the kitchen area, because that’s where buyers often venture next. Again, linger a while and look around. Does the kitchen look clean and seem as spacious as possible (given its size)?

Finally, check out the other rooms on the main floor, including the washroom, if there is one. Gauge how you feel and the impression

you form as you visit these spaces.

Once you’ve done that mock tour, write down ideas that jumped out at you for improvements. Those may include uncluttering some areas, rearranging the furniture, adding or taking away items, etc.

This is a simple but powerful technique for improving how your main floor looks to buyers.

Call today for more staging ideas that will make your home sell faster and for a good price.

Think, Act... Live!

“Successful people ask better questions and, as a result, they get better answers.” Tony Robbins

“If you really want to do something, you will find a way. If you don’t, you will find an excuse.” Jim Rohn