



Preparing your Home for Sale in the Winter

What you need to know

Did you know?

The cold weather may make you think about putting off your real estate plans until the Spring. The winter months can, however, be a busy time of year for real estate and those who are serious about buying and selling remain active.

Why it's a **Winter-Ful** Time to Sell

Less Inventory:

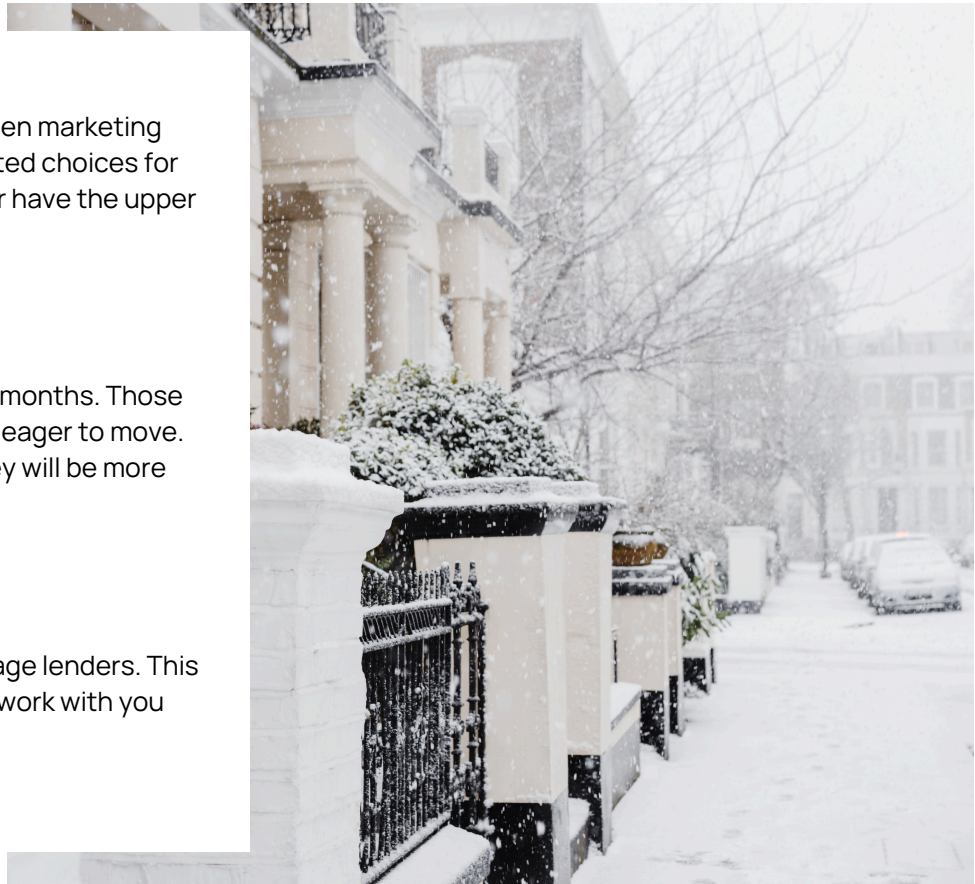
With less choices, sellers are at an advantage when marketing their home to the buyer pool. Since there are limited choices for buyers, sellers could have a higher asking price or have the upper hand in negotiations.

Buyers are Motivated:

Many buyers will delay searching over the winter months. Those who don't are, therefore, far more motivated and eager to move. While your number of showings may be fewer they will be more meaningful.

Homes can Close Faster:

Everyone is less busy in winter – including mortgage lenders. This added time they have to process paperwork and work with you individually may lead to a faster closing time.



Considering putting your home on the market this winter?

Remember these tips to ensure a successful sale!

- 1** Clean Windows, add lamps, and open curtains or shades so each room in your home is well-lit for those darker afternoons. Also consider extra exterior lighting to brighten up your home's curb appeal
- 2** Declutter your countertops, storage spaces and entryways, discarding or donating any items that may have accumulated throughout the year
- 3** Create a warm atmosphere with pillows, throw blankets and comfortable seating so buyers can imagine cozying up in their welcoming winter oasis
- 4** Keep winter decorations minimal and simple, so buyers can imagine putting their own personal spin on your space, turning your house into their home



- 5** Energy efficiency is a key selling point in winter. Highlight upgrades like energy-efficient windows, good insulation, or a modern heating system to show buyers how your home stays warm and cost-effective.
- 6** Winter weather can be unpredictable, so flexibility is key. Be prepared to adjust showing times and ensure your home is always accessible, even after snowstorms. Keep walkways clear of snow and ice to create a safe and welcoming experience for potential buyers.
- 7** Stage a Seasonal Selling Point. If your home has features like a heated garage, mudroom, or energy-efficient upgrades, highlight them in your marketing.

Now is a great time to consider selling your home—let's talk about your options!