

Why Listing By the End of the Year Can Save You Thousands of Dollars

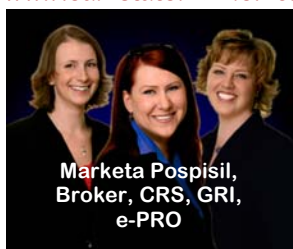
The end of the year is almost here... and around this time of year, a lot of people are starting to think about selling their homes and getting into a new home by the following spring. But a common misconception is that it's better to wait until the beginning of the new year to put their home on the market. You could actually be saving yourself a headache, not to mention thousands of dollars by listing in November or December. Here are some of the facts you might consider when preparing for the sale:

1. **LESS COMPETITION**– Usually the majority of buyers are out looking during the spring and summer months, but a lot of those people may just be “lookers” and people getting decorating ideas. Even though the buyer's activity slows down a little bit during November and December, the buyers we do have are more serious and are ready to make decisions. In these months, we also have the lowest inventory and fewer homes for sale competing against your home. The escrow can always be schedule to close after the first of the year, so your holidays will not be interrupted and you are ready to shop for a new home right away.
2. **FESTIVE ATMOSPHERE**– Usually homes during the holiday season are nicely decorated and smell great with all of the baking and cooking that goes along with the season. Since most buyers are making buying decisions based on emotions, you may have a better chance of securing an offer during these holiday months.
3. **OUT OF TOWN RELOCATORS**– Most big companies give their job transferees and their families time off to look for a new home. Children are also enjoying the Christmas brake. Again, this means more serious buyers with quicker decision making.
4. **EXTRA MONEY**– Because the holiday season is all about comfort of your home and privacy with your family, the buyers will be more sensitive and not only will they schedule more convenient showings, but they may make better offers for the inconvenience.
5. **POSITIONING FOR SPRING MARKET**– Most advertising publications like Home Seekers and Real Estate Book Magazines are very popular among buyers to browse through during the winter months at family “get-togethers” if they are thinking about buying a new home in the new year. Both of these magazines are published on a monthly basis and usually the Realtors have to submit the ads 2-3 weeks prior to the issue coming out. So, if you wait until January your home might not be advertised until February.
6. **LOST IN THE SHUFFLE**– If you wait to put your home on the market until January, your home might not be in most advertising until February and you might be lost in the shuffle with all of the other owners/ competition that also waited to list their home after the first of the year.
7. **BEST AGENTS STILL WORKING**– Some agents that simply chase the next deal are usually not very active during the holiday season. The best agents that run their business well are still working. There is almost 7,000 Realtors in the Portland Metro area and it's not always an easy task to interview and choose the Realtor who is going to get the job done in a professional manner, with the most amount of marketing and knowledge. (See my bonus FREE report “10 questions you must ask a Realtor before you hire them”).
8. **THE RATES MIGHT GO UP**– Not a lot of people realize how big of an impact the rates have on the market. If the rates go up only 1%, all of a sudden we lose hundreds of thousands of buyers, which will decrease the demand for homes and the market might shift from a sellers market to a buyers market, forcing the sellers to be more competitive. In other words, you might not get as much for your home or it might take longer to sell. You'll also pay a higher interest rate on a new home you are buying, making you either settle for less of a home or pay tens of thousand more for it. If rates go up 1% in average, you'll end up paying tens of thousands of dollars extra over the life of the loan or you may only be able to afford less of a home.
9. **THE COST OF BUILDING MATERIALS MIGHT GO UP**– If you are considering building or buying a new construction home, the cost of lumber and building materials might go up the longer you wait. Not to mention the cost of raw land that we have a shortage of and permit costs as well...
10. **In today's world full of market shifts and transactional intricacies you need to ensure you are getting the professional advice you need. By scheduling a FREE, No Obligation Consultation you can assure the successful sale of your home with the highest amount of profits and least amount of hassles. Call today and receive a Free Market Analysis Certificate that also entitles you to a free consultation.**

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