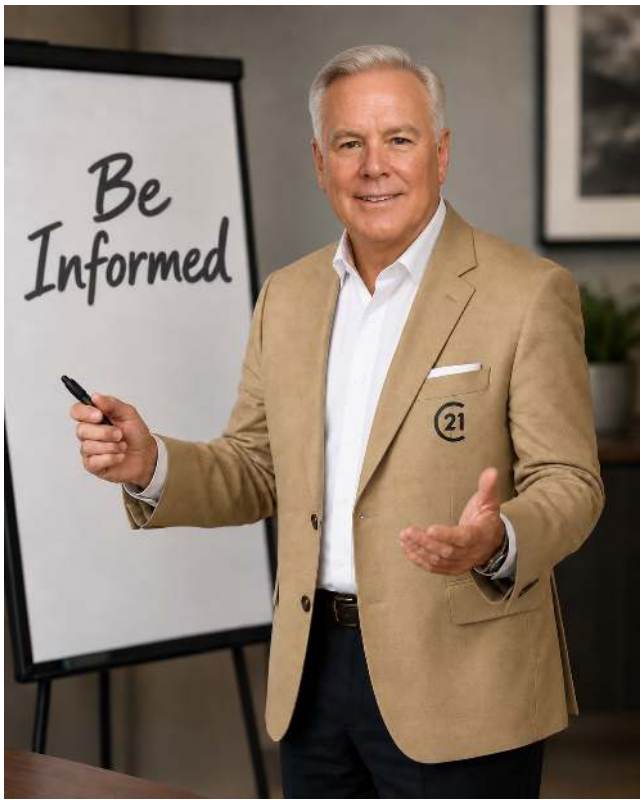
SELLERS

8 Tips For Selling Your Home In Winter



Bob Latigona

Broker Associate
Broker Manager
South Jersey Regional Trainer

CENTURY 21 Alliance

Office: 856-429-7700
Cell: 609-876-7689

BobLatigona@icloud.com

boblatigonarealestate.com

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Original National Association of REALTORS® publication follows.
Prepared for you by Bob Latigona | CENTURY 21 Alliance

NATIONAL ASSOCIATION OF REALTORS®

CONSUMER GUIDE: 8 TIPS FOR SELLING YOUR HOME IN WINTER

The months of December through February see less robust real estate activity in many areas due to the holidays and the cold weather, according to the National Association of REALTORS®. But if you need to sell your home during winter, you can capitalize on certain advantages that seasonal selling provides. For one thing, winter buyers are typically motivated, whether it's due to a work relocation, expanding family or other pressing need. And because there are generally fewer homes on the market during this time, sellers can benefit from less competition when negotiating offers.

Here are ways to maximize the appeal of your home during the winter:

1. **Focus on curb appeal.** Clean up fallen leaves and dead branches. Make the front door inviting with planted topiaries, a festive door wreath and a fresh welcome mat.
2. **Make the exterior safe.** If you're in an area with ice and snow, clear the driveway and walking paths. Spread rock salt or sand to prevent slips and falls.
3. **Spruce up the interior.** Declutter and clean all the rooms. Then, add warmth with fuzzy throw pillows and blankets. If you have a fireplace, fire it up for open houses—but never when the home is unattended for any period. Set your dining table as if you're hosting a holiday get-together.
4. **Add potted indoor plants.** Flowering plants or an indoor herb garden can add additional warmth and liven up the interior of your home.
5. **Light it up.** Clean windows to allow more natural light to shine through. Replace burned out lightbulbs, add standing lamps to darker spaces, and turn on all the lights for showings to ensure the home is bright and cheerful.
6. **Warm it up.** Keep the temperature at a comfortable level for showings. Turning down the thermostat will make your home feel cold and uninviting.
7. **Accommodate showing requests.** Allowing showings during the holiday season can be difficult, but the answer to showing requests should almost always be yes. Don't miss out on showing your beautiful home to motivated buyers.
8. **Pay attention to the senses.** Buyers may be sensitive to strong perfumes and scented candles. Opt first for a "clean" smell, and then consider adding a touch of vanilla, citrus or cinnamon.

These adjustments can yield a quicker sale with a greater net during winter months.

Bonus Tip: Should holiday decorations come down? Some decorations can add a festive mood to your home. But avoid going overboard. If you have a Christmas tree, consider removing ornaments that are too personal. Save them to put up next year in your new home.

Additional Resources:
Preparing to Sell Your Home
Home Selling Tips for Privacy and Safety

Your real estate agent will help you navigate the purchase or sale of a home. An attorney can provide guidance on the laws in the state where you're purchasing. Only real estate professionals who are members of the National Association of REALTORS® may use the term REALTOR®. Under the NAR's Code of Ethics, REALTORS® must work in their client's best interest and treat all parties fairly. Please visit facts.realtor for more information and resources.

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