

SOUND OFF *Michelle Hennessey*

What are some reasons to consider listing during the holidays?



Many people think that spring is the best time to list a home for sale. Families tend to start looking in the spring, so that they can close and get settled before the new school year begins and the chance of a snow storm complicating the inspection process or moving day is more minimal.

However, there are some very compelling reasons to consider listing your home during the winter months:

There is less competition in the winter months than during the spring.

With less inventory on the market, a home that is properly marketed will get more exposure. It is important that sellers keep their homes “show-ready” at all times, and that the home is priced correctly for the current market.

There are motivated buyers shopping during the winter season.

Serious buyers will continue searching for their new home during the holiday season and the winter months. First-time buyers are currently driving the market in many areas and many of these buyers are not tied to a

school schedule.

Sellers should take advantage of this pool of buyers by allowing open houses as often as possible and being as flexible as possible with showing times. Giving buyers access to show will increase the chances of getting an offer.

Mortgage interest rates will likely go up in 2018.

Freddie Mac, along with Fannie Mae, the Mortgage Bankers Association and the National Association of Realtors, is calling for mortgage rates to continue to rise over the next four quarters. Sellers should capitalize on pre-

approved buyers that want to lock in a lower interest now.

The holiday season can be an inconvenient time for showings, but it is ideal for creating a “home sweet home” environment.

If you list your home for sale this holiday season, be sure to decorate and stage to create a warm, festive feeling. This helps to create an atmosphere that allows buyers to envision themselves living in the house.

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