



10 Reasons to List with Real Estate One in the Winter



Real
Estate
One®

- 1) There is less competition for buyers
- 2) Winter prospects are more serious buyers
- 3) Your home looks better around the holidays
- 4) The ratio of "Listings Sold" to "Listings Taken" is at a higher percentage
- 5) Throughout the holiday season, sellers restrict showings during personal family events
- 6) You may receive more money for your house now because you have less competition
- 7) January is traditionally the biggest transfer month—and you must be on the market to capture that market
- 8) When you sell in the winter, you have an opportunity to buy during the spring when many homes are on the market
- 9) You may have fewer actual showings, but more qualified and motivated prospects
- 10) Corporate transfers, who need to buy a home now, can't wait until spring