

# 11 REASONS TO LIST YOUR HOME DURING THE HOLIDAY SEASON



**1.** *People searching to buy a home during the holidays are the most serious buyers.*

**2.** *These serious buyers have fewer choices.*

This means less competition for you, therefore a better hand in negotiating.



**3.** Since the supply of listings will dramatically increase in January, there will be less demand for your particular home! Less demand means less money for you.



**4.** Houses show better and smell better during the holidays and really make the house feel like a home.



**5.** Buyers are more emotional during the holidays, so they are more likely to pay your price!

**6.** *Buyers have more time to look for a home during the holidays during a work week!*

**7.** *Some have to buy before January 1 for tax reasons*

This means they're on a time crunch and can give you a better hand in negotiating.



**8.** January is traditionally the month for employees to begin new jobs. Since transferees can't wait until spring to buy, you must be on the market to capture that market



**9.** You can still be on the market, but you have the option to easily restrict your showings during the 6 or seven days during the holidays so you're not bothered.



**10.** You can sell for more money, and we can provide a delayed closing or extended possession until early next year.

**11.** By selling now, you may have an opportunity to be a non-contingent buyer during the spring, when many more houses are on the market for less money! This will allow you to sell high and buy low!

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