

## Should You Market Your Home During the Holiday Season?

The Holiday Season is in full swing. You are incredibly busy with shopping, decorating, cooking, entertaining, school pageants, and don't forget Aunt Millie's upcoming visit. You cannot imagine adding one more thing to your overflowing plate now, so why should you even consider putting your home on the market at this time of year? Well, one reason is that many realtors believe that the holidays are an underestimated selling period. Most people take extra time off from work during the holiday season. This allows everyone involved in the decision making process to see your home together, which can lead to more offers for you. And with the increased population in Naples at this time of year, the Holiday Season offers you a prime selling opportunity.

This year, more than ever, home owners should carefully consider the very advantageous conditions that currently exist for home sellers especially in the more affordable price ranges. The historically low interest rates which have induced record numbers of first-time home buyers over recent months will not last forever.

A second very simple reason is that your house cannot sell unless it is on the market. If you are busy with everything that the Holiday Season entails, so what? Let your Realtor do the work. Besides, with your home festively decorated, what could be more warm & inviting to a prospective buyer? You can leave your trimmed house, smelling of evergreen and spices in the morning, go to work, go shopping, and let your realtor sell your home for you.

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A third reason is that relocating families often have no say in when they must be in their new destination, and many must start their new job at the beginning of the calendar year. Although 68% of transferring families have children, many of these families actually transfer during the middle of the school year, which we all learned last month was actually ideal for younger children.

A fourth and I feel vital reason for entering the market during the Holidays is that with fewer homes being actively marketed, your home will enjoy a higher exposure ratio compared to other months. The Real Estate Industry tracks selling data throughout the entire country over the course of the calendar year, and their statistics show that November and December have a sales indicator that is 75% higher than the rest of the year. In other words, the Holiday Season has the highest amount of sales relative to the number of homes that are newly listed on the market. What this means for you as a seller is that when you list your home now, you have a much greater potential for exposure within the first thirty days, than you do during the rest of the year. You may even find that during the Holidays you have more showings than you would if you marketed your home during a traditionally busier time of the year. And, when you do get a contract, you can always arrange the terms to suit your needs. With the typical closing 30 to 60 days after the contract is signed, negotiating a closing date convenient for both buyer and seller should be possible.

Don't forget that just like price, possession and closings are certainly negotiable. What is most important is that you make your decision about when to market your home based on both what is happening in the local real estate market and on your personal situation. You should ask your agent for an update on the real estate transactions in your neighborhood. If you decide to list your home during the Holidays, you may have a very Happy New Year indeed!

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- What could be more warm & inviting to a prospective buyer than a festively decorated home?
- Relocating families often have no say in when they must be in their new destination.
- The Holiday Season has the highest amount of sales relative to the number of homes that are newly listed on the market.

**Mara Muller** is a full-time (and then some!) REALTOR with John R. Wood, Inc. Her focus is helping families to find the right home. She has lived in Naples since 1996 with her husband and two young daughters. She is also an active PTA member and classroom volunteer at Pelican Marsh Elementary School. Please visit her website at [www.MaraSellsNaples.com](http://www.MaraSellsNaples.com) or call her at 659-6172 with any questions.