

Weichert® INSIGHTS

News you can use.

Valuable information for buyers and sellers.



'Tis the season, and one might think the last thing on anyone's mind is to buy a house during the holidays. In fact, this is a great time to sell a home. Buyers tend to be more serious and have extra time to shop together this time of year.

Consider these benefits of keeping your home listed during the holiday season:

- First and foremost, your house definitely isn't going to sell if it's not even listed. By leaving it on the market, you are likely to attract the motivated buyers who tend to house hunt during the holidays.
- Buck convention. If everyone else takes their home off the market -- thereby reducing inventory -- but you leave yours on, there is a greater chance of a buyer viewing and purchasing your home.
- When tastefully decorated for the holidays, a home is extra inviting. During this time of year, buyers will be able to easily envision their own family celebrating in the cozy environs of your home.

For these reasons, and more, the holiday season is "prime time" for your home to be listed.