



12/09/2009

Incentives Strengthen Winter Selling Season

Home sellers traditionally avoid listing properties in the winter months. However, this year there is a powerful reason to consider putting homes on the market now, rather than waiting for the spring selling season. First-time homebuyer credits have been extended and expanded, making this a perfect time to list that property and take advantage of added market interest. Recent incentives helped create a healthy lift in the number of homes sold. There was also a significant increase in non-foreclosure home sales because of these incentives.

It's important to remember that relocation, changing family needs, the economy and other factors all drive buyers to market throughout the year, so the winter months can offer ample selling opportunities. Indeed, sellers may actually benefit from a less cluttered real estate market because so many homeowners opt to take their homes off the market for the winter.

However, selling in the winter months is not without its challenges, so it's important to be proactive and strategic in your approach. Factors such as pricing, curb appeal, cleanliness, organization, staging and minor updates and repairs are important any time of year, but particularly important during the winter selling season. Be sure to get professional help if you need it, because time is money in today's market.

Proper preparation and research will allow homeowners to make the best decisions possible to ensure a quick and profitable sale. Whether you choose to list now or later, it's never too late to start preparing.

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