

The Top 10 Reasons Why You Should List Your Home In January or February

I am often asked if the winter and January or February, in particular, is a good time to list a home for sale. It definitely is. Here are the 10 top reasons January (or February) can be one of the best months to list.

1. Because if you want to sell there is no better time than the present – you never know when your buyer is looking and it only takes one but they can't find their dream home if you are not marketing it for sale, right?
2. Winter in the Foothills or Canadian Rockies means it's busy and many visitors from near and far are coming here for vacation; many who would love a vacation property and many who are thinking of retiring or moving here.
3. Homes have a cozy feel around the holidays. Many homes still get **SOLD** during the winter season, especially in tourist locations. If someone made you an offer on Valentine's Day, would you be interested?
4. Many folks believe this is not the right time to list which means.....fewer homes to compete against yours this time of year. Your home is more likely to be looked at!
5. Less competition typically results in a higher price tag. A greater supply later in the spring pushes prices down as buyers can easily low ball many properties. Closing dates are still negotiable so don't feel you have to move in the winter. People looking now may be looking for a late winter close - to be moved in by spring. Listing before the crowd gives you a chance to "test" the market. Based on the response you can adjust your asking price if needed, as more competition comes up. In essence, you get a head start on everyone else.
6. Companies often have an incentive to use up their budgets and thus promotions and transfers often occur at this time of year.
7. Divorces, separations, and job re-locations happen all year long, even in January and February, and especially around the holidays. Meaning, there are buyers at all times of the year, but your home will only be considered if it is listed for sale.
8. Agents can't afford to take 3 months off so they still show homes in January, February and March – makes sense right? It is not a 9 month sales cycle.

9. Buyers at this time of year are more serious than in other times. If someone is house hunting right now, they are anxious to get a property now. This need, combined with a lower number of available properties can mean a faster sale at better price for you.
10. Even if you do not sell in the next 60 days, you have your listing all ready and set for the buyers that hit early in the year. You will not lose out on any opportunity.

I hope you can see that this is an excellent time of year to list your home, if you wish to sell. And with PropertyGuys.com, you get all the listing advantages of the big-name realty companies, without the huge commissions that come with it.

If you'd like to learn more or want help with the process, simply call me directly at 403-542-4110. I look forward to helping you understand fully how you can sell your home quickly, for top dollar, without paying a fortune in realty commissions.

SOLD signs are our specialty!

Christoph Braier
Franchise Owner for Canadian Rockies and Foothills

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