

“Tis the Season to List”

with...

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**12 Reasons to List Now During the Christmas Holidays In December**

1. There is less competition for buyers.
2. Winter prospects are more serious buyers.
3. Your home looks better during the holidays.
4. One of the highest percentages of “Listing Sold” to Listing Taken” occurs during this time of the year.
5. You receive more money for your home now – because you have less competition.
6. Throughout the Holiday Season, you can restrict showings during your personal family events.
7. Serious buyers have more time to look at homes during the Holidays, especially during vacations.
8. January is traditionally the biggest transfer month – and you must be listed for sale to capture this market.
9. By selling now you can delay closing or extended occupancy until the beginning or the middle of the following year if you want.
10. When you sell during the winter you have an opportunity to purchase a home during the spring when many more homes are on the market.
11. You may have fewer actual showings, but more qualified and motivated prospects.
12. Corporate transferees, who need a home now, cannot wait until spring.

This is not intended to solicit seller/buyers currently under contract.