



Smart Sellers Sell in December

December 2008



 Molly Ellis

Associate Broker
AB, ABR, ASR, CRS, GRI,
EcoBroker, e-PRO, TRC

Business: 360-692-6102
Seattle: 206-282-5340
Cell: 360-620-2690
mollyells@windermere.com
www.mollyells.com


Windermere
Windermere Real Estate/West Sound, Inc.

If you are already working with an agent, this is not meant as a solicitation for that business.

While most sellers are eager to take their homes off the market during the month of December, the smart ones stay put. While this may seem counterintuitive, there is one major reason why the holiday season is such an amazing time to sell:

Supply and demand.

The most important factor about the real estate market—just like any other market—is this often misunderstood concept. Houses are a product and are sold based on availability.

The more competition in any market, the less chance of a seller either getting the price they want or even closing the sale at all. Which is why you should always be on the lookout for times when your competition is minimized—a time like December.

For example, let's say a particular neighborhood has 100 sellers and 20 buyers during an average month. That's a 20% ratio market.

Then, along comes December and the number of homes available drops from 100 to 40—but the number of buyers stays the same at 20. Now you have a 50% market. Or, in other words, a much higher chance of selling your house.

There are a couple of reasons why listing numbers traditionally fall in

December. First, sellers that have been actively listed usually request that their homes come off the market so that they don't have to show them during the holidays. Family demands can often be pressing at this time of year.

Secondly, most agents are not out taking new listings during December. Based on false assumptions about the holiday season, they wait to list after the New Year.

Combined, these two factors present you with an automatic opportunity to dominate the market during December. Competition dies and you end up one of the chief suppliers of product. Your chances rise of getting the price you want from an eager buyer who isn't distracted by tinsel and sleigh bells.

Following the supply and demand rule is critical when selling your home at any time of year, but especially in December. So don't even consider pulling your home off the market. You just may be surprised with the special holiday present in store for you.

For statistical data on homes that sold in your neighborhood last December, just give me a call at (360) 620-2690 or send an email to mollyells@windermere.com. Not only that, I'll reveal a specific holiday home-selling strategy that could prove to be your own personal Santa Claus.



*Specializing in the Difficult
Excelling in the Impossible* [®]

ERROR: undefined
OFFENDING COMMAND:

STACK: