



4 Reasons to List Your Home *Right Now!*

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

*M*ost sellers still think that it's a bad time to jump into the real estate market. They're sitting on the fence waiting for something—*anything*—to happen.

What they don't realize is that right now – yes, in the dead of winter – is one of the best times to sell a home. Do you know why?

1. Less competition.

Many sellers are waiting for the spring because they've been told it's the "busy" season when most people buy. But what they're not taking into account is the fact that *because* there are less people in the market right now, it's more likely that they will sell their home for a higher price.

In the spring, buyers will have more homes to choose from. With the holiday season behind us, there are people looking to buy before the "busy" season starts. If your house is not listed now, you may be missing a great opportunity.

2. Low interest rates.

This is one of the lowest interest rate periods in history. Buyers are thrilled with numbers that they never thought they would see in their lifetimes.

There are many smart buyers getting ready to jump into the market at the next interest rate reduction—which could be hours from now. They're going to buy fast, which is why it's a great idea to have your home listed now to be ready for them.

3. Fresh listings always grab the attention of serious buyers.

Right now, there are so many listings that have been on the market for so long that buyers are getting tired of looking at the pictures. They open up the paper, or turn on the computer, and see the same homes day after day.

When a new listing pops up—even in this market—buyers become excited. Your home may be just what they've been waiting for.

4. Now is a great time to sell because now is a great time to buy.

I know that sounds like a strange statement, but here's what I mean: even though you may be selling your home for 8% less than you wanted, you'll likely get that money back because the home you will buy is *also* reduced by 8%...or more!

These four factors make **right now** an excellent time to list your property for sale. Smart sellers are already listing. Don't wait any longer. Get your home on the market and you may be surprised at how fast you get sold.

For more information on the current market and how it relates to your neighborhood, just give me a call at (360) 620-2690 or send an email to mollyells@windermere.com. Let's start 2009 off right for you.



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Excelling in the Impossible*®

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