



What Does Weather Have to Do with Real Estate?

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Wow, what a winter! In the Northwest, we've had bone-chilling temperatures with more snow than we've seen in years. The Midwest faced two major barrages of ice that blanketed five states. New England started off the winter with summer-like heat while three counties in upstate New York have had over 100 (yes, one hundred!) inches of snow.

What does weather have to do with real estate? A lot. First of all, winter is the least popular time to move. Kids are in the middle of the school year and buyers tend to like to see properties bathed in sunlight and greenery, not ice and snow. So taking this one factor into account, you can see why spring is the biggest time of year for real estate.

But aside from that, the one major effect of weather is to put people on "hold"—even the ones who were planning on buying or selling in the winter. These people may have wanted to avoid the busy season by moving while it's cold (and maybe find better deals because it's the slow season). But they end up sitting on what I call the "weather fence", waiting for the disastrous effects of wild weather to clear. They are, in essence, stopped by weather.

To a degree, this happens every year. As soon as everything calms down and the spring sunshine comes out, there is a sudden surge of activity. This is how it usually goes. Add this to the people who were waiting for spring anyway, and you can see why spring is so busy.

But this year with its wild winter patterns promises to create a larger surge than in recent years. Most of it will be due to this wild winter we're having. The pent-up demand that is building right now will soon burst forth like honeybees going after pollen.

Seeing as we live in one of these areas that are experiencing odd weather patterns, you may be doing yourself a favor if you make your buying and selling plans now. Spring is just around the corner (less than six weeks away!) and we all know it's more difficult to buy or sell when the "field" becomes too crowded.

Watch the weather. Watch what happens. If you track the numbers as the days get longer, you'll soon see exactly what I'm talking about. If you're thinking about buying or selling, call me today and let's put a plan together now—before the "hive" bursts forth.