

Three Good Reasons To Sell In Winter

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Believe it or not, if you need to move, winter is still a good time to sell your house. Here's why:

1. Supply & Demand Controls the Barometer

The measure of success in selling your home is always achieving the best possible price. An age-old myth says, "Spring is the best time to sell," but because price is driven by supply and demand (the number of buyers versus the number of sellers) this is not entirely accurate.

Nowadays there are still plenty of buyers in winter but there are usually less sellers. This smaller "pool" of homes for buyers to choose from creates greater demand. A skilled agent will use this to your advantage, leverage it to create competition and obtain a higher sale price.

2. Winter Buyers Need Your House "Now"

Winter buyers are serious – they need a house, they have the cash and they want it now. Few "tyre kickers" will brave winter open homes just to have a nose or sniff out a bargain.

3. Best Price Strategy Still Works

In any real estate market, achieving the best price for your home hinges on the marketing strategy used to attract buyers, how the property is presented for sale and the skills of your real estate agent.

In any market there is almost always a buyer willing to pay what your property is worth, and if you're buying and selling in the same market it makes little difference if house prices are trending up, down or remaining stable.

So if you need to get moving now, don't think you have to wait until spring. Warm and brighten your home to show it at its best and call me TODAY for a friendly, confidential chat and an estimate of how much your home could be worth.



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Fiona Senton - Licensed Salesperson

You Talk, I'll Listen buying or selling, I will work for you!

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