

# Selling In Wintertime

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The media loves to talk about real estate. With sales numbers dropping countrywide, rumours of “downturn” have quickly circulated. However the reality is the number of sales in winter drops every year so a good proportion of the current influencing factors are seasonal.

For sure, the throttle has eased on what was a pumping market, but it’s far from doom and gloom. There are still plenty of willing buyers for every willing seller. If you’re thinking about selling, here’s the good news.

## 1. Achieving The Best Price Is Still Possible

House prices are heavily influenced by the constantly changing pressures of supply and demand, interest rates, legislation, looming elections and global unrest but these are all beyond our control.

There are however a number of aspects well within our sphere of influence which, when approached with common sense and a high level of expertise, mean it is still possible to achieve the best price the market has to offer. Two key elements required to accomplish this are:

- a) using a proven marketing system to sell your home, and
- b) a high standard of presentation when your home is open to view.

## 2. You Can Still Expect to Sell In a Reasonable Timeframe

A wide reaching, multi-media marketing plan is essential to “hit the market with a bang” and reach as many buyers as possible in the first 2-3 weeks. Strong follow-up with interested parties is vital to secure a timely result.

## 3. A Low Stress Sale Is Not A Pipe Dream

Facing the unknown is inherently stressful. Peace of mind comes from selling alongside a highly experienced real estate professional who has travelled the road many times before and experienced the twists and turns of many markets. So...

...if you’re thinking of selling, or know someone who is, call me. Now’s good!  
(Just don’t ask about the market “downturn”...I’m loving my work too much to notice.)



**Fiona Senton - Licensed Salesperson**  
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