

THE SECRET TO SELLING A HOME IN ANY SEASON

Winter, Spring, Summer, Fall: Which Season is Best to Sell a Home?
A little know-how will help you sell any time of year.



Get Your FREE Home Value Update at : EvanRussell.FreeHomeValues.net



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Every season provides opportunities to highlight different aspects of your home. While some seasons are considered better for selling than others, it all depends on your home and its location. There is no wrong season for selling—seasonal benefits and drawbacks exist year-round. Expert staging can help sell your home, no matter the weather. Staging a home is known to increase offers between 1-10% regardless of the season.

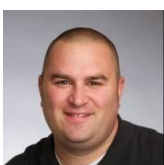
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SELLING YOUR HOME IN WINTER: STATS & TIPS

In most areas, winter is considered the most difficult time of year to sell a home. Short, cold days keep buyers at bay, and showing a home can be tough in poor weather conditions. For sellers in extremely hot areas like Florida and southern Nevada, however, the cooler weather is a welcome respite.

Winter sales have less competition to contend with, and serious buyers are often motivated to close before the year's-end to secure tax breaks.

Tips for Staging a House in Winter:

- **Highlight cozy features like fireplaces and reading nooks. Keep holiday décor minimal and tasteful.**
- **Keep the driveway, walkways, outdoor patios, and decks clear of snow.**
- **Turn up the thermostat to keep prospective buyers warm and comfortable.**
- **Place absorbent mats inside and outside for wet shoes.**
- **Beat the winter gloom by opening blinds and installing brighter light bulbs.**



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SELLING YOUR HOME IN SPRING: STATS & TIPS

Spring is widely considered the best season to sell a home. The first two weeks of May yield the most home sales at the most competitive prices. Homes sell an average of 18 days faster in May than in any other month, and for at least 6% more money. Homes sold in June typically close over 9% above market value.

The benefits of selling a home in spring include warmer weather, longer days, and heightened curb appeal. Spring has its drawback too, with unpredictable weather and fierce competition. Sellers in triple-digit-heat areas may be better off waiting for cooler months, while those looking to sell a fixer-upper may find it difficult with so much competition.

Tips for Staging a House in Spring:

- **Liven up the home with fresh flowers and greenery.**
- **Stage outdoor furniture and highlight patio areas.**
- **Add a floral wreath to your front door to increase curb appeal.**
- **Paint walls in soft, bright springtime colors that complement existing features.**
- **Brighten dark walls up with crisp white décor.**
- **Fill planters or garden bedding with colorful flowers.**



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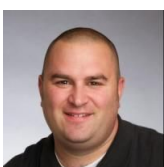
SELLING YOUR HOME IN SUMMER: STATS & TIPS

Summer real estate markets trend hot. With families looking to settle before the school year starts, sellers can expect tough competition, higher selling prices, and greater potential for bidding wars. In some areas, June is the top month for closing on homes.

The summer weather is more predictable, with longer daylight hours making it easy to show a home and to move. Summer sellers have the advantage of using data from spring home sales in the area to help price homes competitively. With the buying window closing, prospective buyers are more likely to make competitive offers and close faster.

Tips for Staging a House in Summer:

- **Take advantage of colorful landscaping.**
- **Maximize natural light and trim back any trees that block windows.**
- **Don't forget to highlight outdoor spaces.**
- **Keep prospective buyers cool by running A/C and ceiling fans.**
- **Provide shade in outdoor areas.**
- **Offer refreshments.**



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SELLING YOUR HOME IN FALL: STATS & TIPS

In most areas, the real estate market slows down in the fall. With kids back in school and the holidays looming, buyers are loath to take on big changes. For sellers in extremely hot areas or those in places like tornado alley, however, the fall may be the best time of all. Sellers have less competition to contend with, and serious buyers are typically motivated to close before the holidays.

Tips for Staging a House in Fall:

- **Make selling images pop with colorful fall foliage.**
- **Keep on top of fall maintenance, like clearing debris from gutters.**
- **Rake up leaves and patch brown spots in the grass.**
- **Highlight features like fireplaces and reading nooks.**
- **Make use of cozy décors like throw pillows and blankets.**
- **Paint walls in neutral and warm colors.**
- **As days get shorter, open blinds for natural light and use lots of lamps.**
- **Employ seasonal scents by burning candles or simmering apple cider with cinnamon.**



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Make the seasons work for you by staging your home to highlight its best features. Take advantage of seasonal trends to plan ahead and sell any time of year.

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