



Why December is Such a Great Time to Sell Your Home

December 2009—News Extra



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

It happens every year. Thanksgiving time arrives and real estate sellers call their agents to say, "Take my home off the market for the holidays".

What these sellers don't realize is that December is a great month to sell your home. It is a much different time of year than any other, with its own unique opportunities to cash in with a savvy buyer who knows the value of purchasing during the holiday season.

The big secret that only a handful of people know is that there is a league of buyers out there who come out of the woodwork in December. They *know* that most people assume nothing's going on in real estate during the holidays, so they focus their efforts to capitalize on the on the lack of competition among sellers at this time of year.

Whenever there is a decrease in inventory – and this happens like clockwork every December -- the entire dynamic of the real estate market changes. This, in turn, provides a whole new opportunity for sellers because there are so few homes that remain on the market.

Deals are easier to make and to close.

Most real estate agents tend to avoid listing new properties for sale in December. They often mistakenly wait until January, thinking it will be a better time. This further reduces the competition in December, setting up a situation where a quick sale can be made with a willing buyer.

It's all about supply and demand. When supply drops but demand remains the same, your chances for selling your home rise steeply.

If you thought December was the time to stay at home and wait out the holidays, think again. Keep your home on the market and you may be pleasantly surprised with a deal which couldn't have happened at any other time of the year.

Want to see what deals have occurred in past Decembers? Just give me a call at (360) 620-2690 or send an email to mollyells@windermere.com. I'll share with you some December selling tips that have worked in the past—and can work for you to make this a truly happy holiday season. credit.

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