



Should I Buy Or Sell Now or In The Spring?

February 2007



Molly Ells

Associate Broker
ABR, GRI, e-PRO, CRS
Business: 360-692-6102
Seattle: 206-282-5340
Cell: 360-620-2690
mollyells@windermere.com
www.mollyells.com

Are you a “contrarian”? You might want to be. A contrarian is someone who goes “against the grain” and typically does the opposite of what the vast majority of people is doing.

Often, being a contrarian can be a profitable strategy for buying and selling property. For example, the busiest time of year in real estate is Spring. Historically, that’s when most people list their homes for sale or rush out to buy.

However, this does not necessarily mean that spring is the best time of year to sell your home. It depends on your situation. Contrarian buyers and sellers—people who conduct real estate transactions at other times of the year typically considered “slow”—frequently find better deals than in the spring.

For example, December is the slowest month of the year for real estate. Does that mean that nobody—not one person—buys a home in December? Certainly not. And yet, sellers typically remove their homes from listing at that time of year due to fear that they won’t find a buyer because of the holidays.

But the true contrarian will leave his or her property on the market in December. What’s useful to note here is that 90% of this seller’s competition is gone. Everybody else followed the crowd, but this person now has a much higher profile due to the simple fact there are so few homes listed.

Fast forward to now. It’s February heading into March. Why is now a better time to list your home than in the spring? Same reason. All those people who will rush out to list their property in the Spring are sitting at home sipping hot chocolate right now. This is your opportunity to stand out from your “competition”—because they’re not there!

Contrarian buying is no different. By the time April rolls around, there will be tons of other buyers out there attempting to outbid you. But right now, you’ll have a lot less competition. Plus, your transaction will most likely be quicker because the title insurance companies and real estate attorneys aren’t as jammed with work either.

Ask yourself: do you want to be lost in a crowd or would you rather stand out in a smaller venue? You might want to consider being a contrarian because your buyer or seller might be out there today—waiting for you right now—but gone by Spring.