

## SELLING A HOME

# DURING THE HOLIDAYS

While most people are looking forward to the festivities associated with the holidays, realtors have to contend with an uncomfortable albeit unsubstantiated notion. The holiday season, beginning from November to January is one of the more difficult times to sell a property. However, there are definitely some advantages to listing a property during the holidays. You might not receive a ton of bids like you would during spring. But the few prospective buyers who come through are more likely to close their deals.

So if you want to keep closing real estate deals even as the jingle bells are ringing, here are some tips to help you navigate the opportunities and challenges that await you.

---

## TIP #1

### THE SO-CALLED SLOW HOLIDAY SEASON HAS ITS BENEFITS

Many people who have bought into the idea of a slow holiday season will tend to avoid putting their homes up for sale. The result is that fewer properties will be put up for sale. In turn, this will create a less competitive field for those who choose to brave it out.

Therefore, the perception that things will slow down is in reference to the fact that your phone might not be ringing off the hook. There will be fewer bidding wars, but you can expect the fewer prospective customers to be more ready to close a deal.

Do not get hung up on the myth of the slow holiday season. Any customer who comes knocking during this time is likely very serious. The field is also less populated by sellers, which gives the properties on the market a slight edge since there is less inventory for buyers to choose from.

S O M O S

## **TIP #2**

### **KEEP YOUR EYE OUT FOR MOTIVATED BUYERS**

Now that you know that the holidays are a good time as any for buying and selling. The next item on your list is knowing how to handle the unique holiday-season homebuyer. First, a good portion of these holiday homebuyers might want to make their purchase before the end of the year for tax purposes.

It might also interest you to know that other holiday homebuyers might be taking advantage of the holiday vacation time to view properties. Therefore, these types of buyers would like it if they find something before their precious vacation days are over.

The uniqueness of the holiday customers who are under time constraints might motivate them to make better offers, pay faster, or even get the contracts drawn quicker.

## **TIP #3**

### **BE PREPARED TO DEAL WITH THE HOLIDAY SLUGGISHNESS**

It might be easier to get a quality customer who is roaring to go during the holidays. However, everything else can take longer during this time. Given the number of people who get days off at the end of the year, you are likely to encounter delays when dealing with lenders, appraisers, title companies, inspectors, and contractors, among others. These expected delays might necessitate a little bit of patience from you.

## **TIP #4**

### **THE STATISTICS SHOULD NOT SCARE YOU**

Numbers do not lie, even when everyone else wants to discourage sales during this time of year. But what do the numbers say? Well, SABOR'S market report from the year 2021 shows that November and December saw 3,027 and 3,529 in sales, respectively. In comparison, the busiest months of the year, June and July, had 4,024 and 3,885 in sales, respectively.

S O M O S

.....

**Properties also stayed on the market longer during the holidays compared to the peak-selling months. The average days in the market for properties in November was 32 days compared to 26 days in June.**

**If you look at these numbers closely and optimistically, you'll find that the holiday season is a legitimate buying and selling period. Only that the holidays are not the peak selling season for real estate. Nevertheless, these statistics are not enough to warrant a retreat for realtors or their buyers and sellers.**

.....

**SOMOS**  
Real Estate

**310 E. Dewey Place • San Antonio, TX 78212 • 210.201.5656 • [somosrealestate.com](http://somosrealestate.com)**