

## WHEN IS THE BEST TIME OF YEAR TO SELL?

Whenever someone is thinking about selling, one of the most common questions they ask their real estate agent is, 'When is the best time of year to list my property?'.

Many people believe there is an optimal time of year when buyers are out in full force looking for a bargain and this is the best time to catch them.

Most agents will say that the best time of year to list your property is when it is ready to present its best form. That means, list it when all repairs and renovations have been done and give yourself the best chance to achieve a premium price.

The added stress of a deadline, choosing a time of year to be ready by does not always pay off, especially if you are compromised by the end product. Buyers can be very critical especially when they are spoilt for choice so it's important to get it right the first time around.

There are two schools of thought around listing in the busy time versus listing in the quiet time.

If you list your property during the busy selling time, you're competing with a lot more properties to catch that elusive buyer. Sometimes it's better to list during the quiet time of the year when buyers aren't so spoiled for choice.

Alternatively, it's best to list your property when the most buyers are out and actively looking because this is when your best chance is to create a lot of interest and possibly start a bidding war!

Ultimately, the best time to list your property is when it's looking its best and ready to create a good impression.

Tips for preparing your home for sale:

**Outside:** Lawns and gardens are the lowest cost area you can improve upon and also provide the biggest impact on buyers - the all-important first impression before they even get out of the car. If your house is hidden behind bushy hedges and trees crowding the home you can make an immediate impact by thinning them out. This will also let more light flow to the interiors improving the feel of each room.

**Paint:** Older homes can be brought to life with fresh paint. Focus on neutral tones so you can appeal to a broader market. The dark, heavy feature walls of the late '90s are best left in the past!

**De-clutter:** Keep floor and wall spaces clear, as it makes your home look larger and more appealing.

**Fixtures & fittings:** Look at light fittings, taps and towel rails and consider replacing them with something modern.

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**Bathrooms & kitchens:** These really sell a home so focus on cleanliness and state of repair. Ensure all grout is freshened up in showers and behind vanities and sinks.

The best time of year to sell is a subjective decision. Focus on making the product as good as possible and sell when it's ready – the buyers will come! Happy selling!

**-Ends-**