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Selling in Winter?

To some, Winter can be a daunting time to sell. It is not a predictable season and sellers often wonder if buyers will be put off in the colder and wetter months. For this reason, sellers often want to wait until Spring before they go on the market, however Winter can be a surprisingly good time.

Firstly there are fewer houses for sale which equals less competition.

Secondly, selling in Winter shows buyers that you are serious as you are not relying on the appeal of Spring gardens or sunny weather.

Thirdly, buyers who are making the effort to attend open homes on cold, wet days tend to be more focused and motivated to buy.

Buyers are active year round

While there may be a school of thought that it is better to hold off selling until Spring when there may be more buyers around, in reality buyers are active year-round. Life does not stop for Winter.

People still need to move, whether it be for new jobs, for family reasons or just those itchy feet and there are some distinct positives to selling your property at this time.

Just like sellers opt to sell as their circumstances dictate, buyers also typically base their decision on their unique circumstances. So, if they are ready to buy, they won't let the season hold them back.

Studies have also shown that home buyers looking to buy a home in Winter are generally doing so because they need to move right away and in most cases, these buyers prefer a quick and smooth sale.

Less stock equals more competition

There are generally fewer properties on the market in Winter, compared to Spring when the market can be flooded with stock giving buyers endless options.

Less stock means less choice for buyers, which increases demand and competition for properties. This can give your property more visibility and potentially attract more buyers. This not only boosts the likelihood of a sale but also of securing the price you want. This is good news for homeowners as with less housing stock and a higher demand for the properties that are listed this could result in a much quicker sale.

More serious buyers

Winter separates the browsers from the buyers. Who would trudge in and out of open homes on a cold or wet Saturday and Sunday if they weren't committed to finding their next home? Winter reduces the amount of time spent dealing with buyers who are just getting a feel for the market or are not yet ready to purchase.

Buyers in Winter are usually highly motivated and likely to have all their financial ducks in a row— including being pre-approved for a mortgage— which also increases the likelihood of receiving serious offers on your property. This can lead to a faster sale and less negotiation on the asking price.

Some houses show better

Some homes come into their own in Winter, exuding a cosiness that proves more inviting to buyers than at other times of the year. Surrounding deciduous trees will have lost their leaves opening up views that are not as visible in Summer. West facing properties which can be very hot in Summer can be lovely and warm in the afternoon sun.

Fireplaces or wood burners help buyers imagine gathering around them on a cold winter night, similarly, a hot spa can also be highly appealing at this time of year.

If you have invested in your home's energy efficiency to reduce Winter heating bills, now is a good time to highlight this to buyers so they can see how they could reap the benefits of your investment.

Ideal time to upgrade or downsize

If you are looking to upgrade or downsize from your current home and if timing and circumstances permit, selling your home in Winter frees you up ready to focus on securing your next property when more stock comes

onto the market in Spring. This helps avoid the pressure of managing the sale of your current property at the same time as trying to find and secure your next one.

You might get a better price

If you've priced and presented your home correctly, selling in Winter can get you a higher price. With fewer properties to choose from, Winter buyers can be less likely to negotiate the price down to avoid missing out. When there is more stock on the market, buyers are more likely to have a couple of properties they are interested in, potentially leading to more protracted price negotiations

Overall, there are also many potential benefits to selling in the Winter months. By working with a knowledgeable real estate agent and leveraging the unique advantages of this season, you can successfully sell your property during this time.

I know the ins and outs of selling property in all markets and can provide guidance and insight to help you capitalise on the current market. Give me a call, I will be delighted to hear from you.