



Sunday Column

By Kim Bragman, 2020 Chairman

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Four tips for selling your home during the holidays

You may have heard that the holiday season is a slow time for the real estate business, but that's not necessarily true. Serious homebuyers don't take a vacation from their home search, so if your house is still on the market you'll need to stay diligent about selling it now like any other time of the year. Here are four do's and don'ts for selling your home during the holidays.

Do make plans with your San Antonio Area REALTOR®

Are you going on a weeklong vacation this month? Are your in-laws and their beloved pets dropping by for a few days? Or will you be hosting a huge holiday party that will make your home harder to show for a day or two? Your REALTOR® needs to know. Make sure you talk to her about when your house will be unavailable for a showing or when she might need to coordinate an appointment with a house sitter.

And don't forget about your visitors. They need to know that your house is still actively for sale, so make sure to tell them if you'll expect extra help keeping your home tidy or their cooperation in leaving the house if someone wants to drop by for a look.

Do decorate, within reason

There's no reason to avoid putting up a Christmas tree or displaying your family's heirloom menorah. However, make sure to keep holiday decor—especially faith-based decorations—to a minimum. As with any other staging you do throughout the year, you want potential buyers to picture themselves celebrating *their* holiday season in the home—not being distracted by an elaborate holiday village display.

It might be difficult to forgo a favorite holiday tradition while your house is on the market, but remember: it will pay off when you're able to sell your home with ease.

Don't set an unrealistic price

Asking price may be more important than staging the home for a holiday sale. Ask your REALTOR® to compare similar homes sold in the winter months. Some homeowners tend to set their asking price too high, basing it on sales prices during peak seasons. Don't let this happen to you. You and your REALTOR® can look at homes that sold quickly during the high season, giving you a chance to adjust your price and terms accordingly.

Don't get discouraged

There may be fewer showing appointments as people's schedules begin to fill with seasonal commitments, but cheer up: someone visiting your home now is likely a genuinely interested buyer. Your home will also stand out more with less inventory to compete with in the MLS.

Combine fewer homes on the market with serious buyers and that sets you up for a successful sale.

The holidays can be a joyous time, especially when you're able to sell your property by being a smart seller this season.

For more information on buying or selling your home visit SABOR.com and use a San Antonio area REALTOR®.

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