

Timing Is Important

In addition to supply and demand (i.e., the number of similar houses on the market in your market range), interest rate trends, demographic trends and other economic factors, the time of year you choose to sell can make a big difference both in the amount of time it may take to sell your home and in the price you may ultimately receive.

Remember that the buying decision is quite often influenced by the time that a buyer wishes to take possession of the home, which is usually 60-90 days after the purchase is completed.

- Weather considerations are less of a consideration in more temperate climates such as ours and real estate sales pick up as early as February, with the strongest selling season lasting from then through May and June. This is the *Spring Market* . Many Buyers prefer to move in the spring or summer, especially families with children who are anxious to get settled before the new school year begins.
- With the onset of summer, the market slows. July is often a slow month for sales, especially after a strong spring market. Many prospective home-buyers (and agents) are on vacation during the summer months.
- Following the midsummer slowdown, real estate sales activity generally picks up for a second, though often less vigorous, period – the *Fall Market* . This market often lasts through November. Buyers and Sellers then turn their attention to the holiday period.

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