



Selling your home IN THE WINTER

Frigid temperatures hit cities across the country and gloomy days turn to into night quickly, but that shouldn't stop you from listing your home. There are specific, serious buyers seeking their perfect winter home to cozy up in and with less competition, your house will be a promising option.

THE PROS

- Fewer homes are on the market make competition less challenging
- Companies are hiring new employees, increasing relocations
- House hunters – dressed in heavy duty boots, mittens, and thermals – are serious buyers

THE CONS

- The days are shorter and colder
- Families are budgeting and often waiting to utilize their tax return
- Holidays take priority

