Seasonal selling - when's the best time to sell your house?

Traditionally people view spring as the best selling season and it’s easy to see why; the sun is shining, people are smiling and the colours of the garden come to life. But if you look at sales results and talk to real estate agents, you will discover best time to sell your home depends on a huge variety of factors, not just the season. These range from the property itself, the surrounding area as well as economic influences that impact significantly on the buyer’s decision making process.

The real answer is: the best time to sell your property is when you want to sell it! What seasonality *can do* is influence is how you present and market your home.

Showcasing your home for the seasons:

**Spring:**

It’s fair to say that we do see a lot more selling and buying activity in the spring months. And while there are often a lot more buyers in the market there are also a lot more sellers. More supply of houses mean that buyers have more properties to choose from so the pressure is on to make your property more enticing than the rest!

*Décor:*

* Bright and sunny furnishings will perfectly complement the colours of spring.

*Temp tips:*

* Inspections should focus on bringing some of that beautiful weather outside, inside. Open up your windows and keep your garden looking fresh and manicured.

**Summer:**

Many of the same reasons applied to buying a home in spring apply to the summer months – warmer weather, school breaks and more pleasant conditions to attend open houses. For properties located the beach, the promise of lifestyle can be a great selling point. Likewise, homes that are generally quite dark and cold in winter, lend themselves to being sold in the warmer months.

*Décor:*

* Opt for cooler blues and greens that blend in nicely with the summer look and feel.

*Temp tips:*

* If your property gets particularly hot, opt for inspection times when you know the house will be cooler.
* Summer is also a time when many families choose to go on holidays so be aware that may account for a bit of a slowdown in the market.

**Autumn:**

Autumn can be a busy selling season as families recover from the school holidays and look for a fresh start for the year ahead.

*Décor:*

* Autumn brings with it the very best of warmer colours such as reds, yellows and oranges. Draw on the seasonal influence with textured cushions and soft furnishings.

*Temp tips:*

* Weather in autumn can be unpredictable and tricky to navigate inspections. Have both heating and cooling plans on hand to ensure buyers feel comfortable and content when viewing your property.

**Winter:**

While winter is traditionally the slowest selling season there can be huge advantages in marketing your home during traditionally quiet periods. With fewer properties on the market to choose from, more buyers will get to see your home. You also may be able to take advantage of the lack of properties on the market to push prices up.

Homes that attract great winter light can really stand out during the cooler season. Open up curtains and blinds and let as much sunlight and warmth in as possible.

*Décor:*

* Like autumn, add warm reds and oranges to your soft furnishings. Throws and rugs add a sense of warmth and comfort.

*Temp tips:*

* For inspections the focus should be on feeling warm and cosy. Light the fire or switch on the heat and create that idyllic sense of home.

Talk to the experts

Selling your home is a huge decision and maybe one that shouldn’t be made based on what the weather is doing! Remember, there are a wide variety of factors that you need to take into account, seasonal being just one of many.

For further information about how your area is currently performing, talk to your local agent.