



Justin Bevins
justin@bevinsgroup.com
951-326-0521
<http://www.BevinsGroup.com>



Prudential

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The Pros and Cons of Home Selling During the Holidays

One of the great debates in real estate concerns the prospect of keeping a house on the market during the holiday season.

Some argue that the time between Thanksgiving and New Year's Eve is busy enough without the worry of buying a home, while proponents like the prospects since those shopping are generally more serious about buying. A downside for the seller is that the hectic time of year makes it harder to get your home ready at the drop of a hat if a call comes in. On the otherhand, your house will likely be decorated with beautiful lights and decorations and will create a festive elegance to a home that will attract buyers.

Some agents believe that keeping your house on the market will have you appealing to a much smaller inventory of buyers who have very specific needs that your home might not match. Others counter that less inventory over the holidays means less competition and since more people take days off this time of year, they actually have more time to search for their ideal home.

What's the best solution? Of course it's up to individual homeowners and their respective circumstances.

The holidays can also provide a breather for homes that have been on the market awhile, as some use the time to remove property from the market in favor of a fresh start in January. However, you risk losing the buyer who may have been looking in December to capture tax benefits that many consider with their need to buy a home.

Prospective sellers should discuss holiday prospects in detail with their Prudential Real Estate agent. Working together, they can make holiday wishes come true.