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Prudential

Canyon Lake
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Bevins & Associates Real Estate eNewsletter - Volume 54



Selling in Colder Months

Warmer months are generally when home sellers get their property ready for sale. Yet there's no reason to drop the ball on sprucing up a home December through March.

Here are some tips for selling a home in the winter months:

Heat it up: If you are having an open house or showing, turn up the thermostat to make the home warm and inviting. A cold home shopper will race through a house and start questioning the windows and insulation.

Use photographs: Your beautiful lawn, stellar landscaping or outdoor pool or deck may be overlooked because of snow. Take some eye-catching photos during the warm months and display them during a winter showing so buyers can get a better understanding of what the outside truly offers.

Take care of snow and ice: In heavy wintry climates, be sure the walk is clear, the driveway is shoveled and there's salt to control icy surfaces. If a buyer has to slush through inches of snow, they may not bother. If the home is vacant, hire someone to clear it for you.

Light it up: This is the perfect opportunity to show a potential buyer how cozy a fireplace can be.

Schedule Open Houses: Some believe that selling in the winter is not a good idea. So it's a great time to take advantage of less competition. Many serious buyers often come out during the winter months, including corporate clients who usually need to relocate within the first quarter of the year.

Emphasize the Positives: Does your street get plowed quickly? Is it near public transportation to make it easier to get to work in the snow? Is it within walking distance of stores? Does it have a great hill for the kids to sled down in a safe environment? If so, accentuate these features.

Since some may be waiting until spring to put their home on the market, having a home ready in winter is a great way to beat the rush.