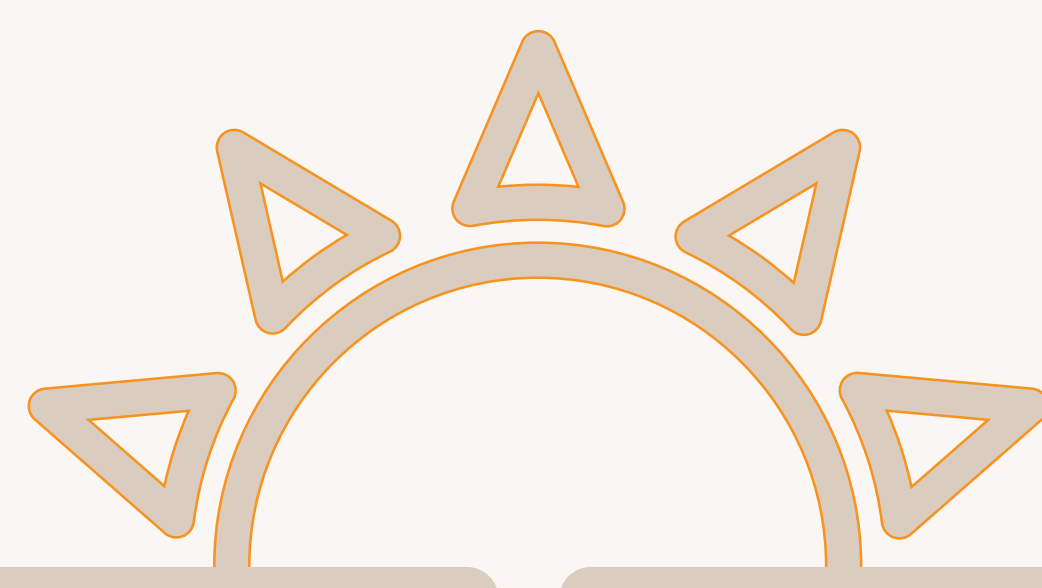


WHICH SEASON IS THE BEST TO SELL IN?

Whenever you choose to sell your home, ensuring that you receive payment that meets or exceeds your initially desired listing price is more often than not, determined by when you choose to list your home and/or property. It's crucial to take some careful considerations into mind, before you jump on the hammer to nail up that 'For Sale' sign.



PRO'S

- Less competition from the Spring selling frenzy.
- Often has a sense of urgency from hopeful buyers who were unable to purchase a home last year.
- Generally properties are nice and warm.
- Summer is generally the only season when majority of prospective buyers are on holidays and are more available to view listings and/or parcels of land.
- Data suggests that property sales are generally always above average, especially between February and March.

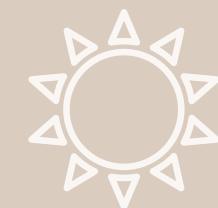


If you're going to opt to sell your home in Summer, you may as well ensure that you can generate as much income as possible on your asset, and ever wondered ['Why anyone would like house painting?'](#)

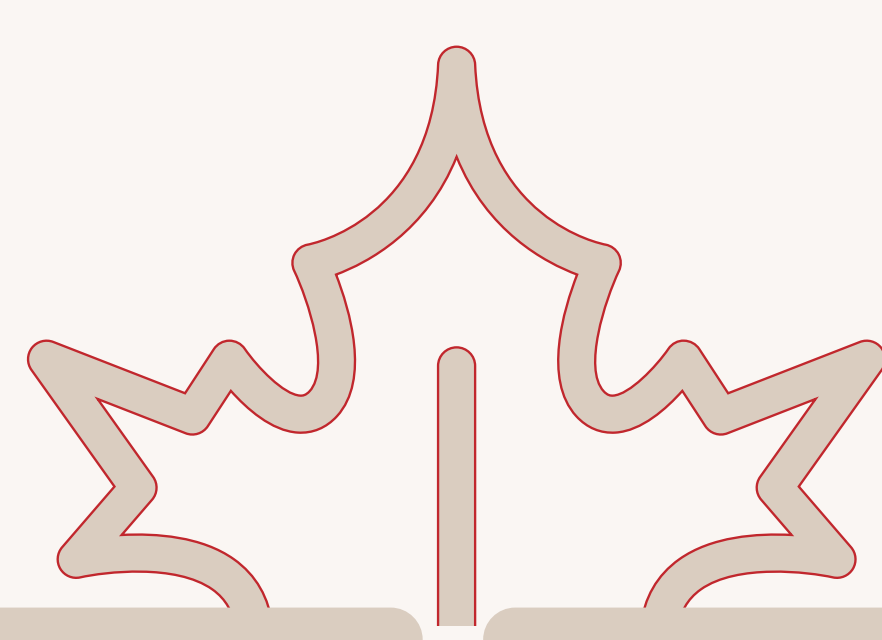
Information sources from, Open Partners with Data sourced from REINZ April 2024.

CON'S

- Many buyers and vendors are in Christmas and holiday modes ... after all it is the silly season!
- Traditionally, the property market takes a small break over Summer, due to the holidays, with most people thinking about Christmas and their Summer break.
- Your yard (lawn) can brown off, especially with the warmer months lasting longer.
- If you don't have a good air conditioning system in your home, this may deter some prospective buyers.



December and January are often inconvenient times when looking for a new home or parcel of land.



PRO'S

- Temperatures make for a more pleasant time to view and inspect homes with weather extremes being less of an issue.
- Buyers tend to be more serious, especially if they're wanting and/or needing a place before Winter.
- The charm of the Autumn, make everything look so much more attractive.



Waiting until Autumn to hammer that 'for sale' sign into your lawn? After all, the kids are back to school, the weather is still somewhat pleasant and people are beginning to travel less.

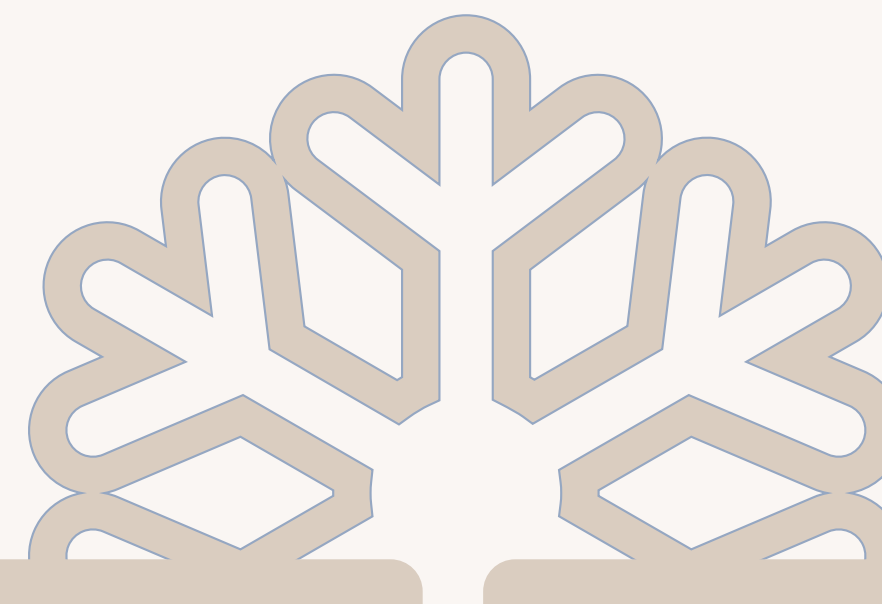
If you think that you're going to take the opportunity to capitalise on these last pieces of warmer weather, ensure that your home is well prepared for photos prior to it being listed so that hope is on your side! Check-out our free, ['Ultimate Checklist to Prepare Your Home for Photo's'](#).

CON'S

- The market can start to have an influx of properties before the wet and colder months are around the corner.
- Buyers may want to wait until there are more options on the market come spring.



Whilst Autumn can give some wonderful sunny days, there's also the potential of more wet and windy days which can interfere with buyers' willingness to go out and search for homes.



PRO'S

- Less competition. Often a good time to sell, as greater interest can be gained due to there not being very many listings to take up 'Real Estate'.
- People can see your home at the worst time (rainy, dark, gloomy days) with the cooler months, but it gives them opportunity to see how cosy your home is and can be.



Traditionally this is a quieter time of the year, due to there generally being less amounts of stock available for sale.

Whilst you may not be in-love with the cold season, sometimes your house is! Take a minute to have a read and learn more about ['Why there's more competition, selling your home in Winter'](#).

CON'S

- Colder weather, especially if it is wet does not always encourage prospective buyers to 'look around' people seem to hibernate, unless they're super motivated.
- Winter doesn't exactly allow for great curbside appeal, and sometimes, winter landscapes lack vibrant colours and trees laden with leaves, which can decrease someone's motivation to buy.



While everything outside may be dull and grey, take the opportunity to incorporate some thoughtful staging into your home and do as much exterior maintenance as possible.



PRO'S

- Warmer days!
- Clients are wanting to make their moves before Christmas time. Often this can be the quickest time to sell.
- Your yard is looking the best it will ever look, spring growth is in full swing.
- Often this can be the most convenient time for people to move.



Traditionally, Spring has been the best time of year to sell your home, but generally so many others are opting to sell their homes at this time also.

With Spring often being the season to sell, it's important to 'sell right', meaning to ensure that you know and understand all key requirements before selling your home, which is why anyone with experience will encourage you to list your home with an experienced Agent. Find out, if ['Real Estate Agents are Worthwhile?'](#)

CON'S

- The market can be quite congested.
- Buyers can be more picky.
- It can be harder to gain as much traction and generate as much engagement, within the marketplace.
- Often a great time for your neighbours to finally decide that it's time to do their renovations.
- Weather can at times, be un-predictable.



Spring is often the perfect time to spend hours in the garden, especially after winter and all that it's brought. Therefore, this can often be the perfect time to get your home's exterior in shape prior to selling.

Are you ready to make the most of your property sale? [Contact us](#) today for expert guidance and advice tailored to your specific needs, whatever season you're in.

For more information and to better understand when is best to buy and/or sell a home, get in-touch with us to pick our brain!

