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How The 4 Seasons Affect The Sale Of Your Home



How The 4 Seasons Affect The Sale
Of Your Home: Know These
Marketing Tips

Should you wait to sell your home?

Sellers often ask what's the best time of year to sell their properties. It's a great question but the truth is **we sell homes every month of the year.**

There *really isn't much change in values from one season to the next unless the market is in an upward or downward spiral.*

In fact we've seen changes from month to month in this type of market. That's for another discussion though. **It's crucial to speak with me and my team so you can make informed decisions regarding the current market.**

It *does take time* to get your house 'Sales' ready. **If you want an optimum sales price for your home** there are a few things you need to do.

How your home is presented to buyers is very different than how you live in your home. Plan on a bit of time to get it 'Sales' ready.

Discuss this with my team so you'll learn the **best way to get it sales ready and how you can maximize your ROI.** Head on over to Curb side appeal where [you'll get tips and tricks to have the most inviting and appealing curb side appeal that are inexpensive but have a HIGH ROI.](#)

BELOW ARE INSIGHTS REGARDING BUYERS AT DIFFERENT SEASONS

SUMMER BUYERS – SELLING YOUR HOME IN THE SUMMER



Summer buyers are often families with children. They'd like to make the move before school starts.

Curb-side appeal can be used here to entice buyers. Everyone loves a fresh cut lawn with vibrant flowers surrounding the landscape. **Capitalize on this and get your home as curbside ready as you can.**

Also, I see quite a few job transfer individuals during this time. Many people relocate during summer months.

Thinking of selling in the summer? Be prepared. The Balance offers these [insightful tips on how to sell your home in the summer.](#)

FALL BUYERS – SELLING YOUR HOME IN THE FALL



Fall can be a great time to sell your home. Many people don't sell their homes in the fall and winter months so you'll have less competition during these months.

Sellers often take their homes off the market in the fall/winter so there is less inventory which means less competition for you.

Fall buyers are typically highly motivated. Many weren't able to find a home in the Spring/Summer and at this point they **are very ready.**

Bill Gassett, a friend of mine, and with a top brokerage in home sales, [offers these excellent tips for selling in the fall.](#)

WINTER BUYERS – SELLING YOUR HOME IN THE WINTER



Winter buyers are usually highly motivated. They're often new job transfers, divorce situations or a change in family situations and/or financial situations.

They have less time to make a decision and are less concerned with all the details and are more concerned with having a few concrete parameters met.

They're often very motivated.

Be ready and [know these tips for selling your home in the winter](#) - The Washington Post.

SPRING BUYERS – SELLING YOUR HOME IN THE SPRING



Spring buyers often start the home shopping process early so they can physically move in at the beginning of summer/mid-summer.

They're often families with school age children. Many fit the profile of winter buyers.

Typically they want to get a jump on the market before the kids are out of school and summer plans begin.

Many don't want to deal with moving in the summer since vacations and events are planned.

Elizabeth Weintrub, former President of Equity Enhancements, offers [these excellent tips for selling your home in the Spring.](#)

Reach out anytime. My team is happy to discuss our real estate market with you, provide a cost estimate analysis and discuss how to get the most ROI for your home.

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