



Selling your home in the winter



In many parts of the country, selling a home during the winter months can be a challenge. Dreary, cold weather and the end-of-the-year holidays can keep buyers away and heighten fears of your home staying on the market longer than expected.

However, there are a few things you can do to enhance “curb appeal.” And when that happens, buyers will take notice.

For example, if your home has been on the market for more than six months, it's probably time to change the sales approach. There are several factors that could be reviewed with your real estate agent to determine improvements that can be made. Ask for a reassessment of the sales price; it may be too high for the current market. Also, ask the agent for a new or updated marketing plan, and for a specific explanation of each activity. In my approach market-

ing your home goes far beyond a few ads in the newspaper, and a listing on the Multiple Listing Service (MLS); a good agent will do much more to get your home sold.

If your current agent doesn't respond to your satisfaction, you should contact the real estate broker (the owner of the office) and ask for a different sales agent – or, if you're no longer under any contractual obligation to the broker firm, it might be time to change real estate offices entirely.

When setting the asking price through a comparative marketing analysis, compare similar homes sold in the winter months. Many owners set their asking price too high because of comparisons with sales prices during peak seasons. **Always try to compare like properties sold at the same time of year.**



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My clients are extremely satisfied with my thorough performance, results, and exceptional service. I am well known for a professional “nothing is impossible” philosophy among friends and peers.



Member of the San Mateo Association of Realtors (SAMCAR), the California Association of Realtors (CAR) and the National Association of Realtors (NAR).



Once you've settled on an asking price, it's time to spruce up the interior and exterior of your home. Many real estate agents recommend opening as many curtains as possible to add light and color to rooms. Also, I suggest that you keep spring and summer pictures of your home out on tables and in clear view. Photos of your front yard flowers or the backyard shade tree in full summer bloom can help swing many buyers in favor of a purchase.

Staying on top of winter maintenance and chores is another sure-fire way of adding value to your home. Make sure the furnace is in good working condition and that the room temperature is kept at a comfortable level. Also, check to see that the basement and attic are dry and sealed from drafts.

Take yourself on a tour of your home. Start on the lowest floor and work your way through the house. More than likely you'll see many previously undiscovered cluttered spaces and needed repairs that can turn off potential buyers.

Don't overload your home with holiday decorations, either. The buyer should have a chance to see you home in its everyday condition.

Summary:

- **REVIEW WITH YOUR REAL ESTATE AGENT IMPROVEMENTS THAT CAN BE MADE.**
- **ASK FOR A REASSESSMENT OF THE SALES PRICE.**
- **ASK THE AGENT FOR A NEW OR UPDATED MARKETING PLAN AND FOR A SPECIFIC EXPLANATION OF EACH ACTIVITY.**
- **WHEN SETTING THE ASKING PRICE THROUGH A COMPARATIVE MARKETING ANALYSIS, COMPARE SIMILAR HOMES SOLD IN THE WINTER MONTHS.**

**Let us help drive your next success!
For more information, please feel free to contact me directly.**



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