



'TIS THE SEASON FOR SELLING

Your Guide to Home Selling *during the holidays*

TIPS AND STRATEGIES TO HELP YOU
JUGGLE IT ALL



Teresa Butler

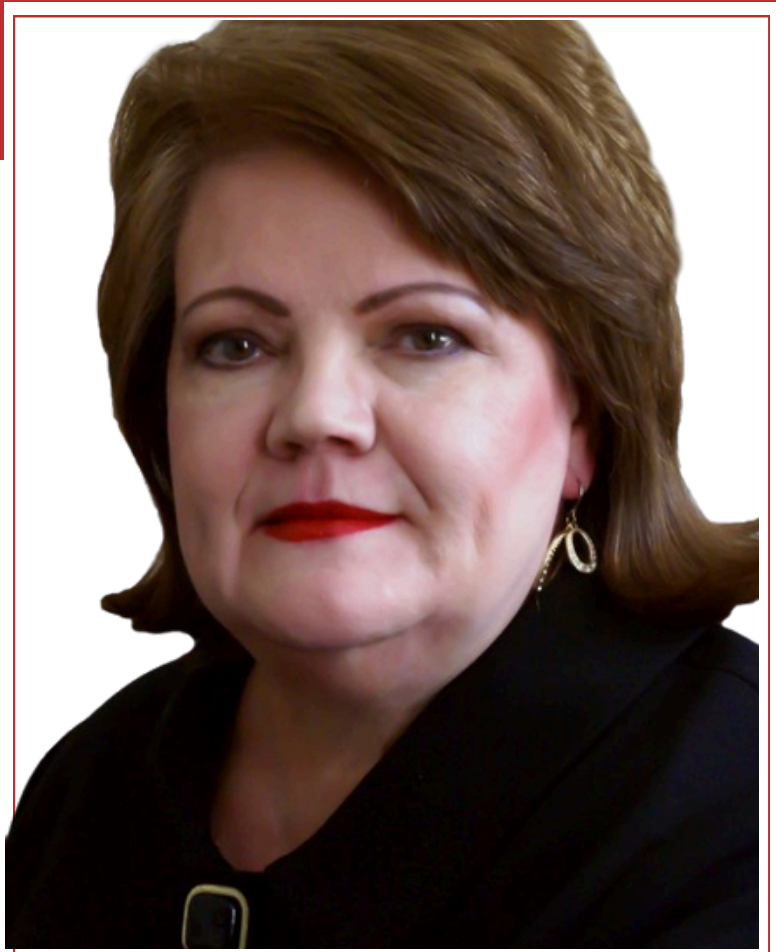
WORTHINGTON REALTY

YOUR HOME MATTERS

I believe in going above and beyond to provide top tier service & an exceptional client experience.

Between decorating, entertaining, and prepping for showings, selling your home during the holidays can feel overwhelming. But take a deep breath - I'm here to help! With festive staging tips and a tailored marketing plan, we'll blend holiday cheer with selling success.

Get ready to deck the halls and sell your home with ease this season while I handle the heavy lifting. Let's connect to map out a plan that allows you to relax and celebrate, not stress. With the right strategy, you can enjoy the holidays and a successful sale!



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UNWRAP HOLIDAY SELLING SUCCESS

Why the Holiday Season is a Gift to Home Sellers

Many sellers think the *hectic holiday season* is the *worst time* to put their home on the market. But selling during the holidays can actually work to your advantage! Here's why:



Less Competition

Between holiday activities and travel, fewer homeowners list their houses over the holidays. With lower inventory, your home immediately stands out.



End-of-Year Transactions

Some buyers want to purchase by December for tax reasons or to start the new year off right in their new home. Your holiday listing catches their eye.



Serious Buyers

Homebuyers house hunting in November and December tend to be serious about purchasing. They want to get settled before the new year. These motivated buyers could make an offer quickly.



Relocation Season

January is a huge month for job transfers and new hires. Many of these buyers start house hunting in December to line up a purchase ahead of their move.



School Term Buyers

Families wanting to get settled before a child starts a new school term or to avoid another holiday in their current home are eager to purchase quickly. Your listing appeals to these motivated buyers.



Fresh Start

The new year motivates people to search for a new place to kick off fresh starts and New Year's resolutions. An end-of-December listing primes you for this surge in motivated buyers.

Why Selling Your Home During The Holidays Is a Hidden Opportunity

Discover how to make the most of the holiday season to attract serious buyers

Selling your home during the holidays may seem daunting, but in reality, it's one of the best times to make your property stand out. Buyers are more serious, competition is lower, and your home, with a little holiday charm, can create an emotional connection that leads to a sale. In this guide, we'll show you exactly how to take advantage of the holiday market.

Why the Holiday Market Works in Your Favor



Serious Buyers: Holiday buyers are often motivated and ready to make a decision quickly.



Less Competition: Fewer homes are listed, so yours stands out in the market.



Emotional Appeal: Decorated homes create a cozy, inviting atmosphere that connects with buyers on an emotional level.



Higher Prices: Fewer homes on the market mean less competition, potentially leading to higher offers.

Homes listed during the holiday season tend to sell for 3-5% more due to limited inventory and serious buyers.



Navigating the Holiday Real Estate Market

How to Price and List Your Home to Attract Buyers During the Holidays

Why Pricing is Key During the Holiday Season

Listing your home at the right price is crucial during the holidays. Buyers are motivated but limited in number, so pricing competitively can mean the difference between sitting on the market or closing a deal quickly.

Holiday Pricing Strategies for Sellers

1

Price to Sell, Not to Sit:

Set a realistic and competitive price based on local market data. During the holidays, buyers want to act quickly, so avoid overpricing.

2

Leverage Limited Competition:

Fewer homes on the market mean your home has a better chance to stand out. Price it just below comparable homes to attract serious offers.

3

Offer Incentives:

Consider offering holiday-related buyer incentives, like covering closing costs or including a home warranty, to sweeten the deal.

4

Adjust Pricing Quickly:

If there isn't significant interest within the first couple of weeks, don't hesitate to adjust the price to match buyer expectations.

Homes listed between Thanksgiving and New Year's see up to 20% fewer competing listings, giving well-priced homes a significant advantage in buyer interest.



CRAFTING A FESTIVE BUT SALE-READY HOME

Preparing Your Home for Holiday Showings

KEEPING SPIRITS BRIGHT AND YOUR LISTING RIGHT

CONSIDERATION ONE

Keep It Clean

- Set a schedule to vacuum high-traffic areas 3x per week
- Clean entryways, windows and mirrors thoroughly before showings
- Hire a cleaning service 1-2x per month for deep cleaning of floors, appliances, e.

CONSIDERATION TWO

Holiday Decor Gameplan

- Only display neutral, simple holiday decor. (stay away from the Grinch theme Christmas this year)
- Have a plan to quickly remove decor for showings.
- Avoid polarizing décor like Santa, snowmen, etc

CONSIDERATION THREE

Stage Key Spaces

- Make main living spaces look their best.
- Remove unnecessary items but leave key furniture.
- Clear out closets and cabinets so they appear spacious

CONSIDERATION FOUR

Winterize the Exterior

- Keep sidewalks, driveway, and patios clear of snow and ice.
- Prune trees/shrubs so the home exterior looks tidy.
- Add simple, warm holiday lighting around the entry, trees, etc.

CONSIDERATION FIVE

Keep Things Tidy

- Make beds and tidy rooms each morning to maintain a show-ready home
- Do dishes and clear counters in kitchen after every meal
- Put away toys, clothing, mail before bed to start each day with a clean slate

CONSIDERATION SIX

Preparing for Pop-In's

- Make sure beds are made, dishes are done, and clutter put away daily
- Turn on all lights and open blinds to give bright, welcoming feel
- Leave detailed instructions for the agent if they show home while you're out

CONSIDERATION SEVEN

Managing Pets

- Arrange for pet sitter or take pets out during scheduled showings
- Keep litter boxes clean and smell-free, scoop daily
- Use air fresheners/diffusers to eliminate pet odors

CONSIDERATION EIGHT

Store Excess Items

- Rent a local storage unit to keep furniture, decor, seasonal items, kids toys
- Ask family members if they can store off-season clothing or spare furniture
- Or neatly store extra items in the garage, attic, and basement.



Managing Showings During the Holidays

How to Balance Holiday Plans and Home Showings Without the Stress

Finding the Right Balance Between Showings and Holiday Celebrations

The holiday season can be a hectic time for families, with decorations, celebrations, and family visits all happening at once. However, managing home showings during this time doesn't have to add to the stress. By carefully planning and organizing, you can maintain the holiday spirit while keeping your home ready for potential buyers.

Tips for Stress-Free Showings



Schedule Showings Around Your Holiday Plans: Be upfront with your real estate agent about days and times you'll be unavailable due to holiday plans. Block off those days to minimize stress.



Maintain a Clean and Clutter-Free Environment: With holiday decor, it's easy for spaces to get cluttered. Keep decor minimal and avoid overcrowding rooms to make your home appear larger and more inviting.



Be Prepared for Last-Minute Showings: The holiday season can attract serious buyers, so be prepared for last-minute showing requests. Keep your home clean and ready to impress at all times.



Offer Virtual Tours: During the busy holiday season, offering virtual home tours can be a great alternative for buyers who are unable to visit in person due to travel or holiday commitments.



Keep Safety a Priority: With more visitors during the holidays, ensure your valuables are safely stored, and consider using a lockbox for potential buyers.

Holiday Home Showing Checklist

- ☐ Declutter and Clean Regularly
- ☐ Schedule Showings Around Family Events
- ☐ Maintain Curb Appeal
- ☐ Be Ready for Last-Minute Showings
- ☐ Store Valuables and Personal Items
- ☐ Use Scent in Moderation
- ☐ Offer Virtual Showings
- ☐ Prepare for Evening Showings
- ☐ Keep Your Holiday Plans Flexible
- ☐ Stay Positive and Organized

Bonus Tip: Consider offering evening showings during the holiday season. Buyers may have limited time during the day, and evening showings with festive lights can create a warm and inviting atmosphere.






Negotiating and Closing During the Holiday Season

Get the Best Deal with Strategic Holiday Negotiation Tactics

Using the Holiday Season to Your Advantage

The holiday season may reduce the number of buyers, but those still searching are often more motivated. Use the season's urgency to your advantage by negotiating on terms like closing dates and buyer incentives. This page will guide you through strategies to get the best deal while closing quickly and efficiently.

Holiday Season Negotiation Strategies

-  Be Flexible with Closing Dates
-  Highlight Your Home's Strengths
-  Keep Holiday Incentives in Play
-  Be Ready for a Quick Closing
-  Use Multiple Offers to Your Advantage

Homes sold during the holiday season tend to close faster, with serious buyers eager to settle before the end of the year.

Timeline of a Quick Holiday Closing

1 **WEEK 1**
Once a potential buyer submits an offer, review it with your real estate agent. During the holidays, offers may come in faster due to motivated buyers eager to close before year-end.

2 **WEEK 2**
Typically, the buyer will schedule a professional inspection within the first week after going under contract. Make sure your home is clean and accessible for the inspector.

3 **WEEK 3**
The buyer's lender will schedule an appraisal to ensure the home's value matches the offer price. This step is crucial for final loan approval.

4 **WEEK 4**
The buyer will typically do a final walkthrough to ensure the property is in the agreed condition before closing. Make sure your home is clean and any agreed-upon repairs are completed.

Holiday buyers often move quickly, so be prepared to negotiate and close efficiently.

Final Steps: Closing the Sale During the Holidays

How to Ensure a Smooth, Stress-Free Closing Process

Wrapping Up Your Home Sale Smoothly During the Holidays

Closing a home sale during the holidays comes with its own unique challenges, from office closures to shortened workweeks. However, with careful planning and communication, you can avoid delays and close the deal without disrupting your holiday plans.

Key Steps for a Stress-Free Holiday Closing



Communicate Clearly with Your Agent:

Ensure that you and your real estate agent are in constant communication about deadlines, closing dates, and any potential holiday closures that could cause delays.



Prepare All Documents in Advance:

To avoid delays caused by holiday schedules, make sure you have all necessary documents ready to go. These may include the sales contract, property deed, tax forms, and any other required paperwork.



Plan for Potential Delays:

Be aware that banks, title companies, and other offices may have limited hours or holiday closures. Work closely with your agent and lender to account for any potential delays and plan accordingly.



Schedule the Final Walkthrough Early:

The buyer will want to do a final walkthrough before closing. Schedule this as early as possible to avoid last-minute surprises, and ensure your home is in top shape.



Confirm Closing Date and Location:

With holiday travel and family plans in the mix, confirm the closing date and location early on, so all parties are aligned and prepared.

Consider scheduling your closing just before or after the holiday rush to avoid potential delays and ensure all parties are available.

Closing Checklist

- ☐ Review and sign the final contract
- ☐ Ensure all required repairs are completed
- ☐ Prepare all closing documents (deed, title, tax forms)
- ☐ Confirm the final walkthrough date with the buyer
- ☐ Coordinate with your agent and lender



What Happens After Closing

What to Do and Expect After Your Home Sale is Finalized

What to Expect After You Close

Once the paperwork is signed and the keys are handed over, your home sale is officially complete. However, there are a few important steps to take care of after closing to ensure everything is wrapped up smoothly, from handling the proceeds of the sale to updating important legal and financial records.

Top Post-Sale Steps



Handle the Proceeds of the Sale: If you're receiving proceeds from the sale, decide how to handle them—whether you'll reinvest in a new property, save for future expenses, or pay down any debts. Consult with a financial advisor if necessary.



Transfer Utilities and Services: Ensure that utilities like electricity, gas, water, and internet are transferred out of your name and into the buyer's name. Notify service providers of the sale to avoid any extra charges.



Notify Relevant Parties of Your Move: Update your mailing address with the post office, your bank, insurance providers, and any subscriptions or services. Be sure to notify friends and family of your move as well.



Keep Copies of Closing Documents: After closing, you'll receive a stack of important documents, including the final settlement statement, deed, and loan payoff information. Keep these records safe for tax purposes and any future inquiries.



Celebrate and Plan for the Future: Selling a home during the holidays can be stressful, but now it's time to celebrate! Whether you're moving into a new home or planning the next chapter, take time to enjoy this accomplishment.

Set aside a portion of the proceeds from the sale for taxes and potential capital gains. Consult a tax professional to understand your obligations and plan accordingly.

Post-Sale Checklist

- ☐ Transfer utilities to the buyer
- ☐ Update your mailing address
- ☐ Review and file closing documents
- ☐ Handle the proceeds of the sale
- ☐ Celebrate your home sale!





Hey there! I'm Teresa Butler

YOUR LOCAL REALTOR®



CUSTOM MARKETING STRATEGY:

I'll whip up a custom holiday marketing plan that really spotlights how charming your home is - buyers will be busting down the door!



EXPERT STAGING ADVICE:

With 10 years of staging experience up my sleeve, I'll give you some tips to merge your home's fab character with holiday cheer. Picture perfect!



NEGOTIATION EXPERTISE:

Sit back and enjoy the hot chocolate while I negotiate on your behalf. I'll seal a deal that's just as sweet as the holidays!



CONTINUOUS SUPPORT:

From start to finish, I'll be right by your side to make selling your home this season totally stress-free. I've got you covered!



"Your passion for your craft shows in every interaction & your fire for this burns brighter over the years!"

- BILL H.



"I couldn't believe how fast my home was sold. Teresa exceeded my goals. She sold my house for top dollar which enabled me to move on to my next chapter."

- BECKY R.



Ready to Sell Your Home This Holiday Season?

BOOK A COMPLIMENTARY CALL WITH ME TO
CHAT ABOUT YOUR UNIQUE SITUATION.



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Let's make this holiday season unforgettable with the gift of a sold home!