

Should We Wait To Sell?

Sellers frequently ask me this question. Many think about waiting *until* Spring as the holidays approach OR when they consider taking “time off” after having their house on the market for months and it **did not sell**. I always have the same answer: *it depends*.

What does it depend on?

There is no right or wrong answer but I *always* ask Sellers to carefully and thoroughly evaluate *why* they have been thinking about selling: what will they do once they sell, what happens *if* they **wait** to sell and what do they think will happen in their local market going forward that may make selling easier? Alternatively, what is the *cost* of **NOT** selling?

Sellers who have been unsuccessful in the past may be feeling some *frustration*. Taking “time off” could be a matter of *convenience* but will it be productive? If you are frustrated with the process and need “time off”, *please* determine why you got frustrated and do whatever you can to **eliminate** that frustration. Waiting until spring (or another season or time frame) and allowing yourself to get frustrated all over again will not solve any problems and may cost you an opportunity to sell and move forward with your plans and your life.

What is the potential cost of waiting?

- if interest rates rise, *fewer* buyers may be able to afford your property;
- if more Sellers put their properties on the market, as generally happens in the spring or late summer, *competition* will increase and prices may fall (“supply and demand”);
- other “unknown” factors may negatively affect the Real Estate market;
- what does waiting do to *your plans*? Will they be put “on hold”?

If you do not need to move, perhaps nothing will change and waiting to sell will not be a problem. If you are not buying another property, perhaps nothing needs to be done. However, *if* you need to move, you may be putting your happiness “on hold” and risking the uncertainty that tomorrow may bring.

The fact is that houses sell *every day* of the year and that Buyers buy when they are ready to buy. Buyers looking during the holidays tend to be *very* serious and many of them will not or cannot wait. If you are in a slow-moving segment of the market, being off the market for any length of time could cost you additional months of being on the market.

I understand that selling a house is not fun and that “showing” your house, especially during the holidays or inclement weather, may be inconvenient. Proper pricing and effective marketing will always help you sell more quickly and minimize the inconvenience. In addition, houses generally tend to show better during the holidays and that may help you as well.

No matter what I say, some Sellers will decide to take “time off” and this will benefit those who keep their properties on the active market. **While there is no guarantee that your house will sell if it is on the market, it will not sell if it is not.**

Of course, it is your choice. All I suggest, *respectfully*, is that you make a decision that works for you. **I can help you now or in the future**, whichever works for you!