

Should We Wait to Sell?

Many sellers have asked me this question. They think about waiting *until* Spring as the holidays approach *or* until Fall *after* the Spring market. Some say they *want* or *need* “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* upon?

There is no right or wrong answer: it is *their* home and *their* choice. However, I *always* ask sellers to remember *why* they decided to sell: what are their plans *after* they sell, what happens (good or bad) if they **wait** to sell and what do they think will change in their local market that will make selling easier at a later time? On the other hand, what is the *cost* of **NOT** selling, especially if they will be buying?

Sellers who have been unsuccessful may be feeling some *frustration*. It gets “personal” with some. **I understand that**. Will taking “time off” be *productive*? If you are frustrated with the process and/ or the lack of results and need “time off”, *please* think about why you got frustrated and do whatever you can to **eliminate** that frustration. Waiting to restart the process *without* changing anything may cause you to get frustrated all over again and cost you an opportunity to sell and move forward with your plans and your life. **Sometimes talking to and hiring a different agent can make *all the difference*!**

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.

Houses sell *every day* of the year and buyers buy when *they* are ready to buy. They can only consider buying houses that are “on the market”. Buyers looking during the holidays or other “off-peak” times tend to be *very* serious and many of them will not or cannot wait to see what comes on the market later.

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. **Did either of these affect you?**

Many sellers think they had a pricing issue *when* marketing was a major reason they did not sell. I have worked for many sellers whose houses could not easily be found in MLS and online “search results”. *Reducing* their prices and lowering their proceeds could not solve that problem!

While there is no guarantee that your house will sell if it is on the market, it will not sell if it is not or if people cannot “find it”. What you do is your choice. All I suggest, *respectfully*, is that you make a decision that works for you. It is *never too early* to start the planning and preparation that may guarantee your success! **I can help you now or in the future**, whenever you are ready!

There is no time for inexperience, empty promises *or* false expectations!

HIRE WISELY: We are not “all the same”!