

*You
were Asking*



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The holiday season is upon us...is a good time to buy or sell?

This answer may sound self serving coming from a realtor, but in fact I have always had good results, swimming against the stream so to speak. When the natural inclination would be to think that people are more concerned about holiday shopping than real estate the wise buyers are out looking getting educated if they do not already have the knowledge to realize a good deal when they see one.

This time of year, the real estate buyers are serious and not just shopping. The malls can have the shoppers. It is a great time to gain an understanding of market trends before the spring market rush, which in our area starts mid-January. Sellers are not getting a lot of appointments now but the ones that come are, for the most part, qualified and willing to buy now and take posses-

sion in late spring, giving them time to sell their current homes in the New Year.

Traffic at open houses has been brisk and although most buyers need a push to make an offer, so do some realtors. I encourage people to go on paper and see what your money can buy today. You may be pleasantly surprised. Houses that were too highly priced earlier in the year, then repositioned in the market and remain un-sold have owners who are more than willing to work with offers. For home owners wanting to sell, you have a great opportunity to showcase your home if most sellers are waiting for spring. Less competition and serious buyers at this time of year illustrate the law of supply and demand. I would rather have 2 serious buyers now than 8 tire kickers or curb feelers in the spring. The other factor playing into

the high tech world are the internet shoppers who use their holiday time to go on line and look at homes everywhere before narrowing their locations down. If yours is not on the market you are not only out of sight, you are out of mind.

For the buyer, holiday shopping at its best would be a new home for your family. For the seller wanting to move on with their life, the peace of mind of a sold sign goes well with peace on earth. If we can help please call.

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