

WHY SELL NOW DURING WINTER?

OUTSMART
THE
HERD
MENTALITY

Our current real estate market offers some advantages to wise home sellers that go against the herd mentality. Don't wait until Spring to sell when the grass is green. Have me list your home now and take full advantage of the change in market dynamics that can work in your favor during the Winter!

GET A
HIGHER PRICE
WHEN
SELLING

★ **LESS COMPETITION.** When you sell a home, you are competing with other homes on the market. Spring and Summer in Utah is when the competition is the toughest. Our Winter inventory is lower, creating less competition when selling. Quite simply, due to the laws of supply and demand, less competition equates to a **HIGHER PRICE** and **IMPROVED STATISTICAL ODDS** of success!

IMPROVE
YOUR ODDS
OF
SUCCESS

★ **MOVE UP THE LADDER TO SUCCESS.** During Spring & Summer, many new listings come on the market each week. As your strongest competition gets sold, there are other great new listings to take its place. In Winter, when your competition gets sold, due to a lack of new listings, your home can actually move up the ladder to be the next most likely home to sell in your area.

SUCCESS
WITH
HARD TO
SELL HOMES

★ **TOUGH TO SELL HOMES GET SOLD.** Some homes are more difficult to sell than others. Homes can have condition issues such as lack of upgrades. Homes can have location issues. Homes can have amenity issues such as a small backyard, an undesirable floor plan, or too few bathrooms. Also... The style and era it was built, construction materials, curb appeal, and neighbor's yards can all cause homes to not get a good price when the competition is stiff. Winter is the time of year to sell these type of homes. I've seen homes sit on the market all summer long, then suddenly sell as competition gets softer.

MORE
EFFICIENT
USE OF
YOUR TIME

★ **URGENT BUYERS.** People need to buy homes year round. Not just in summer. Home buyers that go out in the elements of Winter to find a home are motivated and in need of a home. You'll get fewer lookie-loo's and higher quality showings for less inconvenience and a more effective use of your time.

GORDON HUNT
REALTOR

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