

# Tips for Selling or Buying a House or Apartment During the Holidays



*Credits pictures : Freepick*

The holiday season is often associated with moments of warmth, sharing, and celebration. However, it can also be an opportune time for those considering selling or buying a house or apartment. While it may seem challenging with festivities underway, there are tips and strategies that can make the process smoother and even offer unique advantages. In this article, we will explore practical advice for sellers and buyers looking to navigate the real estate market during the holiday period.

## **Tips for Sellers:**

**Decorate in Moderation:** When selling your home during the holidays, the temptation to transform every corner into a winter wonderland is strong. However, it's essential to decorate in moderation. Opt for elegant and neutral decorations that highlight your home's features without overwhelming it. Example: A simple string of lights on the fireplace or discreet scented candles can create a welcoming atmosphere without distracting potential visitors.

**Showcase Warm Interiors:** With cooler temperatures outside, ensure that the interior of your home provides a warm atmosphere. Use additional lighting to create a cozy ambiance and highlight features that make your home especially inviting in winter. Example: If you have a fireplace, make sure it's lit during visits to create a warm and inviting atmosphere.

**Competitive Pricing:** Competition may be less intense during the holidays, but it's still crucial to set a competitive price. Consult real estate professionals to determine a price that reflects the current market and attracts potential buyers. Example: Offering a slight price reduction or special incentives for buyers can generate additional interest.

**Flexibility on Showings:** Understand that buyers may have busy schedules during the holiday season. Be flexible with showing times and be prepared to accommodate visits at different times, including weekends and holidays. Example: Offer evening showings to accommodate those who work during the day.

**Highlight Winter Assets:** If your property has attractive features during winter, such as a spa bath or a beautiful snow view, make sure to showcase them in your marketing. Example: Create photos highlighting your spa bath with lit candles to convey a sense of winter relaxation.

#### **Tips for Buyers:**

**Surround Yourself with Professionals:** In the context of holiday purchases and sales, it's crucial to emphasize the importance of engaging competent professionals to ensure smooth and successful transactions. Hiring experts like IKORY can be essential, as they have in-depth market knowledge and specialized skills in real estate.

**Take Advantage of Reduced Competition:** The holiday season may mean less competition in the market. Seize this opportunity to negotiate better purchase terms and possibly secure a better price. Example: Due to low competition, sellers may be more inclined to accept reasonable offers.

**Look for Deals:** Some sellers may be motivated to close the sale before the year ends for tax reasons. Look for properties with a history of price reductions and be prepared to negotiate. Example: A property that has been on the market for a while may be an opportunity to negotiate a more favorable price.

**Be Ready to Act Quickly:** Due to the holidays, the process may move faster. Ensure you have all necessary documents ready, including mortgage pre-approval, and be prepared to make quick decisions if an opportunity arises. Example: If you find the perfect home, being ready to submit an offer promptly can give you an advantage over other potential buyers.

**Examine Property History:** Properties on the market during the holidays may have an interesting history. Check the property's history to ensure there are no hidden issues or urgent selling motives. Example: Thorough research can reveal information about recent renovations or potential issues, helping you make an informed decision.

**Be Flexible in Negotiations:** Be prepared to be flexible in negotiations. Sellers may be more open to concessions during this time. Be ready to discuss closing conditions and potential repairs. Example: Accepting a flexible closing date can be a significant gesture to conclude the deal more quickly.

Whether you are selling or buying a house or apartment during the holidays, these detailed tips can help you successfully navigate the real estate market while enjoying the magic of the season. The key lies in preparation, guidance, flexibility, and strategic pursuit of opportunities.

Copyright © IKORY 2023