

# 'Tis the Season to Sell

By ANNA CHANG-YEN | Green Shoot Media

April showers bring May flowers, but they also bring something else: the beginning of the home buying and selling “season.”

Of course, you can put your home up for sale any time of year, but if you’re looking to time your sale strategically, spring may be your best bet. According to Forbes.com, 60 percent of homes are bought and sold between May and August.

Spring and summer are the busiest months for real estate sales in most markets for a variety of reasons. The warmer weather in many areas gets buyers out to shop and makes moving easier, and buyers with children may be looking to relocate between school years. With the economic recovery picking up speed and recent interest rate increases, buyers may be chomping at the bit even more than usual this year.

If the flowers beginning to bloom means “for sale” signs start going up in your area, this may be the prime time to pounce on getting your home market ready.

## GET MOVING

Get a jump on the market by listing early. Your first step should be finding a qualified agent so your “for sale” sign is



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Get your home on the market now to take advantage of the uptick in traffic during the spring and summer.

the first one buyers see when they get the itch to get out and go shopping. Waiting until later in the season will only mean fewer months of prime real estate season exposure for your home.

## ROUTINE MAINTENANCE

As soon as the snow has melted, start getting your home in tip-top shape for buyers’ discerning eyes. This can include such routine jobs as having the driveway sealed or cleaning

carpets that took a hit from winter’s snowy boots. Have the windows washed and open all the windows for a full day to bring in fresh air. Wash siding and knock down cobwebs on the front porch. Have the roof

inspected for any signs of damage over the winter months. It’s also a good time to clean and de-clutter. Consider renting a storage unit to store some of your items, such as off-season clothing and winter gear, such as skis and snow blowers. Less clutter in your home will make the space look bigger and more inviting to buyers.

## ROLL OUT THE GREEN CARPET

One aspect of your home that buyers will be keen to critique during this time of year is the yard and garden. Brighten up green areas and emphasize your home’s outdoor living space. Add potted plants to the patio. A bright new layer of mulch will refresh your flowerbeds and make flowers pop. Consider having a landscaping company plant masses of bright blooms and have the grass fertilized or re-seeded for curb appeal. Get trees and bushes trimmed, if needed.

## BEGIN AGAIN

If your home has been on the market for a while, consider spring your next great opportunity to make a sale. Ask your agent to review the sale prices of comparable homes over the last 60 days to determine if your price is still on the mark. Spruce up your sales strategy by being open to new ideas.



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Spring marks the beginning of the busiest time of year for buying a selling real estate. Get your home on the market now to take advantage of the uptick in traffic.

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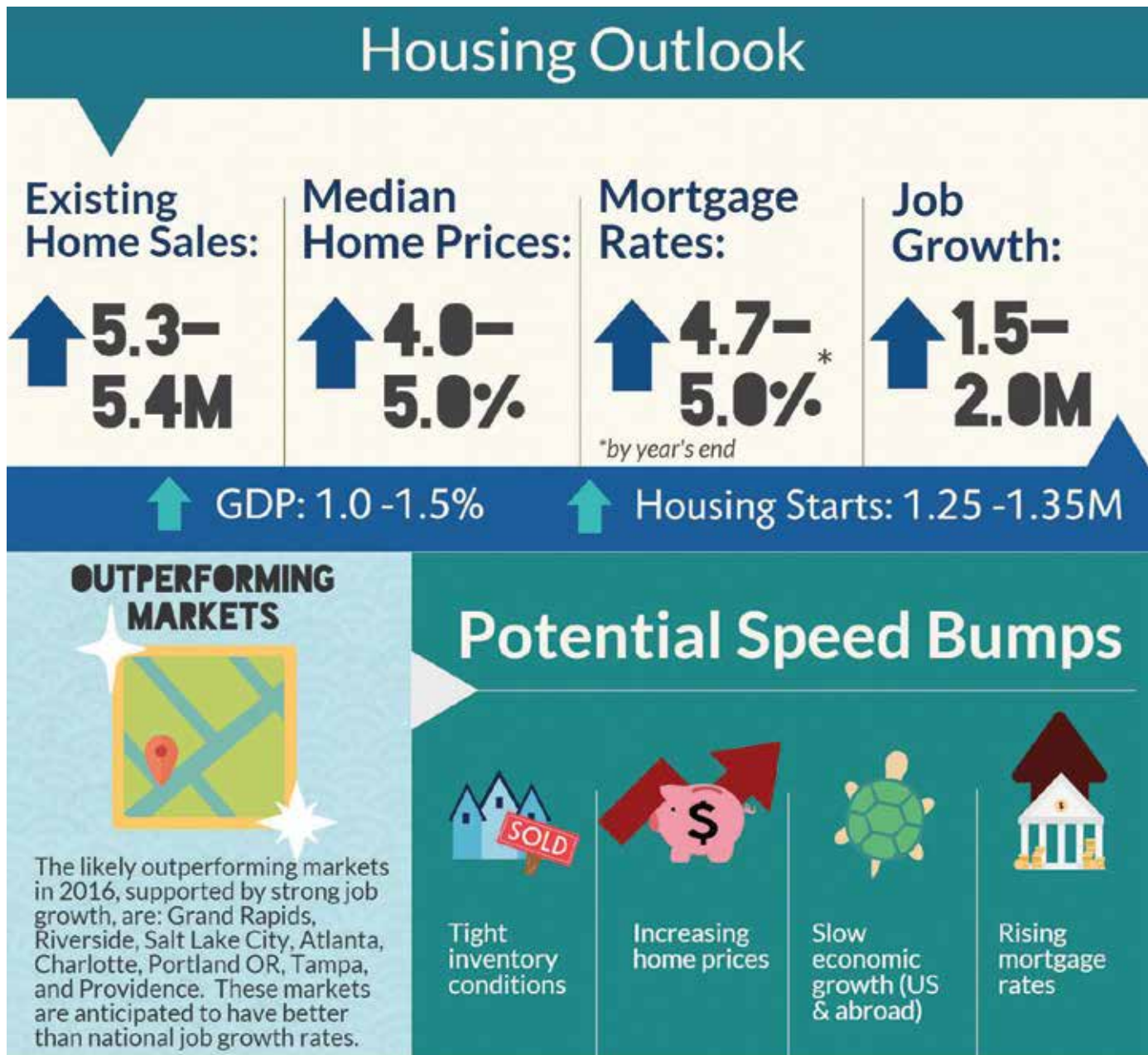
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SOURCE: NATIONAL ASSOCIATION OF REALTORS

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