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Winter Home Selling Strategies

ST. LOUIS, MO (November 7, 2011) – History tells us that the spring and summer months are the best times to sell, but many homeowners are finding success listing their properties in the winter. While the changing weather can take a toll on a home sale, savvy buyers are on the lookout for the right home year round.

“Chances are, buyers looking for a home during the winter holiday season are serious about buying and not simply shopping around,” said Jim Dohr, president of Coldwell Banker Gundaker. “Showing off some of the home’s finer features isn’t easy covered in a blanket of snow, but there are a number of things sellers can do to attract buyers.”

- **Less competition.** In the winter season, there are fewer homes on the market, so your home will have less competition. Encourage buyers by offering attractive pricing and incentives.
- **Interior focus.** Providing photographs from the summer months is important, but now is the time to highlight the inside of your home. Furnished homes and those that are organized have more appeal, so make sure the beds are made, the furniture is well placed, and the counter tops and closets are clear of any clutter.
- **Exterior demands.** Snow can alter the look of the overall property. Shovel and de-ice all paths and doorways. The driveway should be plowed, along with the sidewalks. Make sure that all outside lights and doorbells work. Consider more lights that could be installed to effectively highlight the best areas of the house.
- **Winter warmth.** The holiday season is a time for being at home and enjoying family. You can stage your home to showcase winter warmth with such sights and smells as crackling fires, scented candles and holiday wreaths to appeal to buyers and make them feel like your home could be their own.

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