

ARE YOU READY TO SELL YOUR PROPERTY AND DON'T WANT TO WAIT UNTIL SPRING? As an agent, people often want to know if there is a "best time of year" to list a home. The good news is you have choices in San Diego. Winter is definitely an option!

"Should I list my home in the winter or the spring?"

If it makes sense for you to sell now, here are benefits to consider:

WEATHER | Though on a nationwide scale, spring and summer are the most popular times to sell a home, the decision is largely driven by weather. If you don't want to wait, the good news is the market doesn't stop in San Diego. In fact, winter has its advantages. Because our weather is so mild, people buy and sell throughout the year because moving is easy.

SERIOUS BUYERS | Buyers looking in the winter months are typically serious, qualified buyers ready to move.

THE MCCURDY MINUTE

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LESS COMPETITION | There is less competition from other homes for sale in the winter months because many people don't want to disrupt their life during holidays.

LAW OF RELATIVITY | Historically home sales follow a bell curve so there is a higher volume of sales in the summer months. However, you can also argue there is a higher volume of homes on the market so the percentage of homes for sale versus sold remains fairly steady throughout the year.

MARKET RATES | Keep in mind that favorable market rates can help sell a property. If rates are low, this drives buyers to look. If you wait to sell and rates go up, it can reduce the number of qualified buyers.

MORE VIEWS | Because inventory tends to shrink more in the winter and the market is quieter, a home for sale could get more interest and viewings in winter versus spring or summer.

MILITARY | San Diego is military dominant which means families are constantly being transferred so there is a steady demand for homes throughout the year.

SECOND HOMES | San Diego is also a desirable city for second homes. In fact, many Arizonians spend the hottest Arizona months in San Diego and we have a large population of Canadians that spend their winters here. These buyers could be looking any time of year to make sure they have their second home or vacation home locked in.

We hope this article was helpful in your real estate education. If you or someone you know has questions about real estate, please reach out!

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