

Buy a house for Christmas

(NC)—The Christmas season is hardly a time for real estate to occupy a prominent position in your mind. Family gatherings, parties, and general celebrations seem to be more in order.

It's particularly true for vendors—people who have their homes listed for sale. Who wants to keep a home in "showing" condition, when there seems to be so many other demands for one's time?

And salespeople tend to sense that too. This is a time that many take holidays, or just relax and not push so hard around the office.

A great time

But this can be an excellent time for buyers. Those houses that are listed for sale don't just disappear from the market over this period—the listings are still in effect! What happens is that there just aren't as many potential buyers.

And while a lot of salespeople are taking it easy, there are some who are still striving for year-end goals, who need that final sale or two. Those people are ready—almost eager to provide the extra service and attention needed to close a deal.

REAL ESTATE AND YOU

Jamie Johnston

So add it all up. If one is in the market for a new home, and one has the time to look, then this is an excellent time to go house hunting. There are lots of houses to choose from—and you can bet you won't face competition from other buyers. The only remaining ingredient needed for success is to find that salesperson who is trying to make his year-end goal. This is how the smart buyer gets the odds on his side.

December was once a very slow sales month. But seasonality in sales is far less extreme than it used to be. I think it must be because some people are already smart buyers. And if Kris Kringle can find time to buy a house at this time of year, then many of us can too!

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