

NEWS & INFORMATION *from*

Selling in December!



Every time the holidays roll around, the age-old question arises in the minds of people considering putting their home on the market. Should I sell now or wait until the holidays are over? The Christmas period is a notoriously sluggish time for the property market. With consumers pouring their resources into other areas, is it really worth trying to sell your home in December. Will you get the present you were hoping for – the sale of your home!

If a good property goes on the market, there will always be a buyer for it. The winter period can actually be the best time to sell - what you have to remember is that people buy according to their needs. Traditionally, there have been four major reasons why and when people sell their homes: financial and market conditions, employment changes, family matters, and lifestyle changes. The fact is there will always be someone wanting to buy in December. There is no reason not to sell your house during this period, except perhaps the inconvenience of having people visiting your home during a busy holiday season.

If you're in a position where you must sell, it could turn out well for you. Fewer people put their homes on the market so - less competition. Many tend to think that nothing happens in December, but the reality is people still need to move at this time. Because so many people think it is a bad time to put a property on the market, there is often a shortfall in the availability of certain types of homes.

Reasons for Selling During the Christmas Holidays

- Most December and early January buyers are particularly serious and are very likely to be facing some sort of deadline.

- Serious buyers have fewer houses to choose from during the holidays. Most sellers wait until spring or summer to list their home. This means that during the winter months your property will face far less competition versus any other time of the year.

Homes show well when decorated for the holidays creating a sense of family and people – tradition and emotion sells.

- You can be on the market and still have the option to restrict showings during the holidays for your special family occasions.

- Often, buyers have more time to look for a home during the holidays.
- Lenders are not as busy and can process mortgage loans faster.
- Showings will be fewer and less intrusive, but more likely to be fruitful with motivated, qualified buyers.

So you've made the decision and have decided to go ahead and put your home on the market! Here are some holiday decorating tips to keep in mind. The number one rule is to keep the decorations to a minimum. Never mind hanging the stockings with care. You don't want to block or cover up important selling features such as fireplace mantels, stairs, and stained-glass windows.

Remember to tone down the size of the tree, try decorating with a small four-foot tree or even consider a tabletop tree. This is also a perfect time of year to decorate your home with centerpieces made from pinecones or other wintery pieces of nature. Hang beautiful and natural wreaths from the door and decorate your entrance with garland. Have soft holiday music playing in the background and the holiday lights lit when people enter your home. Set the stage for selling.

Other useful tips

- Stack wrapped presents in a closet or in one corner.
- Get rid of the clutter of wrapping paper, Christmas cards, ribbon and tape.
- Use more splashes of red than green - red is an emotionally appealing color.
- Resist the urge to over decorate.
- Never leave candles burning unattended.
- Set a plate of cookies on the counter, next to festive paper napkins for guests.
- Simmer spicy apple cider on the stove, and set out cups and ladle.

There is no doubt that about two weeks before Christmas the number of people searching for property drops drastically. However, come January what is typically found is a surge in traffic visiting property websites. Whenever you decide to sell or buy, remember, a certified REALTOR® has the training, experience and intimate knowledge of the real estate market needed to assist you with your property needs.

Your local REALTORS LIVE, GIVE & PLAY in the Neighbourhood too!

Established in 1954, The Oakville, Milton and District Real Estate Board (OMDREB) serves Oakville, Milton and surrounding communities with more than 1,800 REALTORS®. Members of the association may use the REALTOR® trademark, which identifies them as real estate professionals who subscribe to a strict code of ethics. The association operates the local Multiple Listing Service® (MLS®) and provides ongoing professional education courses for its Members. OMDREB Realtors® care about creating a better community and participate in the 'Every REALTOR Cares' program which supports shelter-based initiatives.

Your OMDREB REALTOR® can provide you with the data and services you need to make informed real estate decisions. Advertisements of local MLS® property listings and information about the services provided by a REALTOR® can be found at www.REALTOR.ca. For more information visit www.ombreb.on.ca or call OMDREB at 905.844.6491

Great host/ hostess gifts this holiday season

As the party season gets underway remember to thank your host or hostess with a thoughtful gift to express your gratitude. Sears has a selection of gifts that are guaranteed to wow the recipient and ensure the giver another invitation to the next get-together.

Holiday Glitter

Sears Whole Home Taper Candles/Pillar Candles You can never go wrong with candles. They're a year round essential and add drama, warmth and sparkle to any occasion. \$4.99 – 24.99

Powder Room Elegance

Sears Whole Home Monogrammed hand towels with silver initials add a personal and elegant touch to the powder room décor. They are made of cotton and can be machine washed. \$7.99 each

Wine Aficionados

Bring wine aficionados a bottle of their favourite wine with a new set of red wine glasses. Sears Whole Home wine glasses. \$29.99

The BOYER Team
Would like to wish our clients, family & friends a Merry Christmas & Happy New Year!

Don Boyer & Garry Hans
SALES REPRESENTATIVES

Sutton SUTTON GROUP 905-681-7900
ABOUT TOWN TOLL FREE:
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BROKERAGE

Holiday Bowls and Platters

Holiday motif bowls and platters are perfect for serving cheeses, pâtes, mixed nuts and other appetizing nibbles. \$7.99 - \$29.99

Edible Treats

A selection of boxed teas in a beautiful wooden box is perfect for the tea lover. \$29.99

For the chocolate lover, a Godiva Ceramic Fondue set or a Godiva gift basket with an assortment of chocolate cookies, chocolate pretzels and hot chocolate is always appreciated. \$29.99 - \$44.99

Chic Salt and Pepper Mills

A host or hostess that loves to cook will rave about Mark McEwen's chic silicone salt and pepper mills which come in white, black or aubergine. They are a sophisticated addition to the kitchen. \$29.99 each.

The Oakville, Milton and District Real Estate Board

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Trudeau Cheese Serving Set

The tempered glass surface is the perfect place to cut, display and serve all your favourite cheeses. The cheese board comes with three dishwasher safe knives. \$49.99

Festive Blooms

You can never go wrong with flowers. If possible, send flowers before the party. This will give your host time to arrange and dis-

play them. If you choose to bring the flowers with you, make sure you arrive with the flowers already arranged in a simple vase. Flowers by Sears are available online at www.sears.ca.

All items are available through Sears retail stores, online at www.sears.ca and through the 2009 Wish Book catalogue.

www.newscanada.com