



School's nearly out; summer's almost here - Is it time to put your house on the market?

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If you're considering putting your house on the market over the holiday period, you could be on to a good thing. Despite what you might think, this time of year can be one of the hottest times to list and sell your home.

We've been in real estate for some time now; in fact, we've worked through almost 20 kiwi summers. While other agencies take a break, our team is busy selling, planning and preparing for the active months ahead. As a result, our focused team of agents have achieved some outstanding sales results for our clients.

Need more convincing? Then read on.

Four compelling reasons to list and sell over the summer holiday period:

1) Fewer properties on the market can increase demand and price

We generally see fewer houses on the market over this time. Listing over a quieter time means your property will achieve more stand out. No matter the season, there are always serious buyers around, and the law of supply and demand heavily applies in the housing market. A reduced supply of houses could see demand exceeding supply, ultimately driving up prices. We have achieved some outstanding pricing results during the summer break.

2) Auctions are out; negotiation and asking price strategies kick in

Auction rooms usually close for six weeks over the Christmas holiday break. In addition, recent market insights have highlighted the increased struggles of buying at an auction for first-home buyers and up-sizers. While auctions are unlikely to occur during this period,

buying under different sales methods, such as 'by negotiation' and 'asking price', can be advantageous and favourable to many. Fortunately, Iron Bridge are experts at selling under both these methods.

3) Time to look

For those serious buyers, December / January is an ideal time to focus on house hunting. People often have extra time on their hands due to Christmas work shutdowns and the wave of statutory holidays. People are in a good state of mind to think about buying a home. Longer days and more daylight mean people are out and about more. The windows for viewing properties increase, resulting in more people through your home.

4) Dedicated agents

While the rest of the country takes a break, the sales team at Iron Bridge are in full swing, working with our current clients and preparing for a busy few months ahead. You are guaranteed to receive fantastic service from our dedicated agents.

If you are thinking of selling, talk to us today about our Risk Free approach to selling. You could achieve outstanding results by taking advantage of reduced competition, increased visibility, more demand and ultimately, higher selling prices.

Contact our dedicated sales experts today about selling over the summer period. Sell Smart with Iron Bridge!