



# WHEN IS THE BEST TIME TO SELL YOUR HOME?

Thinking about selling your home but unsure about timing? Wondering how to maximize your sale price while avoiding the stress of juggling two mortgages? Timing plays a huge role in how much you can get for your home—without having to spend a dime on improvements.

Before we dive into the *when*, let's break down the two biggest factors that influence the best time to sell: **Supply & Demand** and **Motivation**.

## Understanding Market Timing

### Supply & Demand: The Golden Rule of Real Estate

There are some universal truths in life, and the law of supply and demand is one of them.

- When there are *more* homes for sale than buyers, prices drop as sellers compete for attention.
- When there are *more* buyers than homes, prices go up because buyers have fewer options.

This simple concept drives the entire real estate market. The goal? List your home when demand is high and supply is low to get the best possible price.

### Motivation: The Seller's Mindset

Your motivation to sell can have a *big* impact on your final sale price.

- If you need to sell quickly (e.g., job relocation, financial reasons), you might have to accept a lower price.
- If you're in no rush, buyers who really want your home will pay a premium.

Think of it like an auction—when demand is high and you're not desperate to sell, the price goes *up*.

So, When Should You Sell?

### Watch Your Competition

Buyers compare similar homes in your area and choose the one that offers the best value. If two nearly identical homes are listed—one at \$360,000 and one at \$370,000—guess which one sells first?

💡 **Money-Making Tip:** If possible, wait until there are fewer homes like yours on the market. When buyers have limited options, they'll be more willing to meet your price.



## Seasonal Trends Matter

- **Spring & Early Summer:** *Best time to sell!* Families want to be settled before school starts, and warmer weather makes house hunting easier. This is when buyer demand is highest.
- **Fall & Winter:** Fewer buyers means longer selling times and potentially lower offers. Who wants to move during the holidays or in freezing temperatures?

💡 **Money-Making Tip:** List your home in the spring but negotiate a long possession date. This allows you to **buy later in the year** when the market slows, and sellers are more motivated—helping you save on your next home!

## Should You Sell First or Buy First?

A common question in real estate: **Do you sell before you buy, or buy before you sell?**

### The Case for Selling First

Selling first puts you in a stronger negotiation position because you don't need to sell at a discount just to secure your next home.

Imagine this scenario:

- You find your dream home and make an offer, but the seller requires you to sell your current home first.
- To convince them, you agree to pay \$5,000 more for the home.
- You list your home but start feeling the pressure to sell quickly.
- A lowball offer comes in, and because you need to sell, you accept it—losing another \$10,000 in the process.
- Total loss? \$15,000.

💡 **Money-Making Tip:** Selling first means you're in control. You can wait for the right offer and **negotiate better terms** when buying your next home.

### When Buying First Makes Sense

In rare cases, buying first can be a good move—like when you're looking for a very specific type of home or inventory is extremely low.

If you do buy first, be sure to:

- ✓ Negotiate a long possession date to allow time to sell your home.
- ✓ Talk to your lender about **bridge financing** to avoid juggling two mortgages.

## Final Thoughts

Every situation is unique, but one thing is certain—**timing matters**. Selling when buyer demand is high and competition is low will help you maximize your home's value.

If you're considering selling and want expert advice on **market timing and strategy**, let's chat! I'd love to help you get the best possible price for your home.