

Best Time of Year to Buy or Sell

Seasonal Trends That Impact the Real Estate Market in Subtle Ways

Timing plays a crucial role in real estate. While homes are bought and sold year-round, certain seasons offer advantages depending on whether you're buying or selling.

Understanding these trends can help you plan strategically and get the best value.

WHEN TO BUY FOR THE BEST DEALS

For buyers looking to get the best price, late fall and winter tend to be the most favorable times to purchase a home. Fewer buyers are in the market, reducing competition and giving buyers more negotiating power. Sellers during this time are often more motivated, especially if their home has been on the market for a while or they need to sell before the new year.

However, winter months typically offer fewer listings. Buyers may need to be flexible with their wish lists and act quickly when a good opportunity arises.

If variety is a top priority, spring and early summer provide the most inventory. More homes are listed between March and June than at any other time of year, giving buyers more options. The down-



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side is increased competition, which can drive up prices and lead to bidding wars, particularly in hot markets.

WHEN TO SELL FOR MAXIMUM PROFIT

Sellers looking to maximize profit and sell quickly should

aim to list their home in spring or early summer. Warmer weather, longer daylight hours and school schedules make this the peak home-buying season. Buyers are motivated, and homes tend to sell faster and closer to asking price.

Homes listed in May, June and July often see the highest sale prices. However, competition is also at its peak, meaning sellers must ensure their home stands out. Staging, curb appeal and pricing strategy become even more critical during this period.

For those looking to sell with less competition, late summer and early fall can be a good alternative. Some buyers who didn't find a home in the spring may still be searching, and there are often fewer new listings on the market. Pricing slightly below peak summer levels can attract serious buyers and lead to a successful sale.

FINDING THE RIGHT BALANCE

Ultimately, the best time to buy or sell depends on personal circumstances. Buyers should consider their financial situation, mortgage rates and how much inventory is available in their desired area. Sellers should factor in market conditions and how quickly they need to move.

While seasonal trends offer general guidance, real estate is also influenced by local market conditions. Working with an experienced agent can help you navigate timing decisions and make the most of market opportunities.

Whether buying or selling, understanding how seasons affect the real estate market can help you make a well-informed decision that aligns with your goals.



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REAL ESTATE 101



HOMEWISSE GLOSSARY

Timing Can Impact Price and Competition

Whether buying or selling, understanding seasonal market trends can help you make the most of your transaction. More inventory in spring means more options for buyers, while slower winter months may offer better deals.

Seller's Market: A seller's market occurs when demand for homes exceeds supply, giving sellers the advantage. In this environment, homes sell quickly, often at or above asking price, due to increased competition among buyers.

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