



# 'Tis the Season to Sell.

Your Guide to Listing Over the Christmas Break

Selling your home during the festive season might seem unconventional, but it offers unique advantages. With fewer properties on the market, yours can stand out, attracting serious, highly motivated buyers who often have more time for inspections.

This booklet outlines the pros, cons, and practical tips to maximise your sale potential during this special time of year.

# The Pros & Cons of Selling at Christmas.

Advantages	Disadvantages
<p><b>Less Competition:</b> With many vendors waiting until the New Year, your property gains increased visibility and attention.</p>	<p><b>Fewer Buyers Overall:</b> While those looking are serious, the total number of buyers may be lower than in peak season.</p>
<p><b>Motivated Buyers:</b> People house hunting during the holidays are typically serious and eager to make a purchase, often with deadlines like the new school year.</p>	<p><b>Logistical Delays:</b> Conveyancers, solicitors, banks, and building inspectors may operate on reduced hours, potentially lengthening the settlement process.</p>
<p><b>Emotional Appeal:</b> The festive spirit and warm summer weather create a welcoming, emotional atmosphere that can encourage quick, decisive offers.</p>	<p><b>Juggling Commitments:</b> Balancing holiday plans, family gatherings, and keeping your home 'inspection-ready' requires discipline and flexibility.</p>
<p><b>Summer Presentation:</b> Bright natural light and green gardens provide the perfect backdrop for professional photos and open homes.</p>	<p><b>Pricing Perceptions:</b> Buyers might assume a vendor selling at Christmas is desperate, which could lead to lower initial offers. A well-priced property mitigates this.</p>
<p><b>Increased Time Off:</b> Buyers on holiday often have more time to browse listings, book private inspections, and conduct thorough research</p>	

# Preparing Your Home for a Summer Christmas Sale

# Staging with the Season in Mind.

The key is to decorate tastefully and keep it simple. Avoid cluttering your space, allowing buyers to easily envision themselves in the home.

**Focus on Summer Appeal:** Highlight outdoor entertaining areas, pools, and gardens. Ensure your garden is well-maintained and lush.

**Keep it Cool and Inviting:** On warm days, turn on the air conditioning or fans for inspections. Offer refreshing beverages to create a welcoming experience.

**Minimalist Holiday Decor:** A subtle wreath, a small, elegant table-top tree, or a festive candle can add warmth without over-personalising the space. Avoid large, specific religious decorations.

**Capture Timeless Photos:** Ensure all professional listing photos are taken before any large Christmas decorations go up (especially a big tree) to prevent the listing from looking "stale" in the New Year.

# Essential Pre–Holiday Tasks.

Preparation is crucial to a smooth process during the break.

**Request Your Contract Early:** Engage your solicitor or conveyancer early to prepare your Contract for Sale of Land (including required disclosure documents) before they close for the holidays. In NSW, having your contract ready upfront helps avoid delays and allows you to move quickly once a buyer is found.

**Book Inspections Now:** Schedule any necessary building and pest inspections well in advance, as these services book out quickly.

**Discuss Your Agent's Availability:** Confirm your real estate agent's operating hours and who will handle inquiries and inspections if your primary agent is on leave.

# **The Marketing & Negotiation Edge**

# Target Motivated Buyers.

Buyers active at this time are typically highly motivated. Your agent should focus marketing efforts on those in a hurry to purchase, leveraging digital and social media to reach people even while they travel.

## Be Flexible.

While it's your holiday too, being flexible with inspection times (including private appointments) can significantly increase your chances of capturing a serious offer. Discuss a clear viewing schedule with your agent that works for your family.

## Price it Right.

A competitively priced home attracts buyers at any time of year. Given the potential for a smaller buyer pool, a realistic price is vital to generate immediate interest and avoid the "stale listing" stigma.

Selling over the Christmas break is a strategic decision that, with the right planning, can lead to a successful and speedy sale. Speak to your trusted local agent today to discuss a tailored strategy for your property.

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