

Selecting the right time to sell

The topic of when to sell real estate is one that's endlessly debated and every source has its own opinion. Numerous studies have been conducted over the years, each pinpointing different spots on the calendar labeled "best" or "worse" times to sell your home. One recent study, conducted by TheRedPin.com realty service, went so far as selecting an exact date: Jan. 20, which it deemed the day when home sales net their lowest prices. But a closer look at the data reveals that it pertains only to *Toronto!* This is Richmond!

If all of this sounds scary, here's what you need to know: The best time to sell your home is when the time is right for you. And, based on my experiences? Here in Richmond? I've had homes sell mid-January—***literally within days and sometimes for more than asking price!***

The point is: Market data, reports, your neighbor's home that sat on the market all of last January—those are all subjective. Historical data proves that the right house, listed and marketed in the right ways, will sell swiftly and net its best sales price ***at any time of year.*** Whether I list your home for sale in January, March, mid-June or the day before Christmas—I'm going to list it at the same price and get you the same great results. Period.

Here are a couple of the most common points that my clients (correctly) time their moves around:

The start or end of a school year: Most schools start sometime between the last week of August and the second week of September, so you'll want to list your home preferably in April or May in order to get moved on time. Conversely, schools typically end around the first or second week of June, so if you're aiming to hold off on moving until the last day, you may consider listing in May, which will have you closing on the sale no sooner than, say, the second week of June.

A new job: Obviously, this is one that's completely dependent on your schedule; but generally you'll want to have your home on the market ***at least*** 90 days prior to your start date in order to close, pack and move on time. A period of 120 days is a much safer bet.

→ **If you're ready to get started, [CLICK HERE](#) to obtain a free home analysis, including a personalized market evaluation and custom strategy specifically for your home.** I'll also help you to determine what you'll need to do in order to prepare your home for market to ensure that you get the most money possible in the shortest amount of time.