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Why It May Make Sense to Sell Your Home During the Holidays

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With the holidays quickly approaching, many homeowners thinking of selling are debating whether to list right away or wait until the spring. Of course, the holidays are a busy time for everyone, with extra cooking and company, is it really worth adding on the stress of showings, open houses and moving? Plus, there is also the misconception that the holidays are a bad time to sell because buyers are experiencing the same obligations as the sellers. Well, in fact, listing your home during the holidays may be the better way to go.

While conventional wisdom says that spring is a better time to sell because there are more buyers, the reality is that there are more listings on the market, which means more homes competing with yours. During the holidays,

there are fewer homes on the market, which leads to less competition, and makes your home more desirable to buyers. For instance, currently there are only 90 homes on the market in the Palisades, when in the Spring there may be over 130.

In addition, the most serious buyers will continue to look over the holidays, which can save you time showing your home to buyers who may not be ready to purchase right away. Last year, from November 1, 2015 to January 31, 2016, there were 55 home sales in the Palisades compared with 57 home sales from February 1, 2016 to April 30, 2016, just a small difference of 2 home sales. As you can see, the holidays did not have much effect—if any—on the number of homes sold during that time period.

Compared to 2015, there has been a depreciation in home values in the Palisades

this year. As of December 1, 2016, the median sale price in the Palisades dropped 4% from 2015, and the average sales price dropped 2% from 2015. If this depreciation continues, homes may sell for a higher price now than they will in spring.

There are some easy ways to alleviate the stress of listing and showing your home during the holidays. First, you can ask for a seller leaseback which allows you to continue living in your home after escrow closes, enjoy the holidays, and then focus on moving when you are ready. Sellers who leaseback may pay a lower than market rent, or even negotiate to pay nothing at all. Restricting showings and limiting open houses to comfortable times are also perfectly acceptable. For example, if weekdays between 9 a.m. and 2 p.m. work best because the kids are at school or you have family in for the

holidays, your agent can make a note of that on the listing so agents and buyers are aware of the restriction ahead of time. Buyers that are serious about a home will rearrange their schedules for a showing if needed in order to accommodate a seller.

Homes also can also feel warm and inviting when tastefully decorated for the holidays, so you can still feel free to hang lights and ornaments where you usually would. Buyers will be able to imagine their own family spending the holidays in that environment and may just fall in love!

Sarah Knauer is a Sales Partner with the Marguleas Team that has sold close to \$1 billion in properties and was selected by The WSJ as one of the top 60 teams in the country out of one million agents. Sarah can be reached on her cell at (310) 663-4606, www.AmalfiEstates.com.