

REAL ESTATE IN CANADA: 7 TIPS TO SELL YOUR HOUSE THIS WINTER

Life slows down in the winter months, but it doesn't stop. And neither does the real estate market. While the most activity happens in the spring, some situation, like relocating for a job for example, might require you to sell your home during the winter months.

There are many advantages to selling your home during the winter: lower inventory means less competition, not to mention any buyer willing to trudge through snow and slush to look at your house is likely a serious, motivated buyer.

That being said, here are 7 tips to help you sell your house this winter!



1. STAGE YOUR HOME FOR WINTER

Of course, staging would be our first tip - staging is a no-brainer in real estate. But staging in cold-weather months means doing your best to create a snug and cozy vibe. Winter buyers who come for a showing need to see your home's full potential so they can envision themselves living in the property. Set the stage for an idyllic winter season spent toasty and warm while snowflakes swirl gently outside of the window.

Staging also means keeping Seasonal Decor to a Minimum. Although a Christmas tree and some outdoor lights may make the holiday season bright for you, not all prospective buyers share your cultural beliefs or decorative tastes. Keep your holiday decorations simple and understated, and avoid decorating over anything that a home buyer would want to see. For example, covering your stair railings in garland may look festive, but it will hide a structural and aspect of your staircase that house hunters may want to see.

2. MAKE LIGHTING A PRIORITY

One of the trickier aspects of selling a home in the winter is dealing with lighting. Because the sun sets earlier and rises later, you'll have much less natural light to work with during showings. Make sure to clean all of your windows (inside and out) and open blinds and curtains to bring in as much natural light as possible. Check all lights in the house and replace any missing or burned-out bulbs. Also, make sure window coverings are open and lights are on throughout the house before every showing!



3. KEEP A COMFORTABLE TEMPERATURE

Part of evoking a cozy ambiance is the temperature of your home. It's going to be hard to give off a cozy vibe if your thermostat is turned down to 60 degrees. A quick tip is to turn up the heat a bit warmer than usual 45 - 30 minutes before a showing, and then drop it back to your regular temperature just before you leave. That way, the house is nice and toasty and any noisy furnaces won't kick in during the showing.



4. SHOW YOUR HOUSE IN OTHER SEASONS

While a potential buyer is viewing your home in the winter, that doesn't mean you can't show them what it's like in the spring or summer months. Photo albums are a great way to showcase beautiful perennial gardens, breathtaking sunsets or sunrises, or impressive landscaping that will be covered up by snow.

5. PAY ATTENTION TO CURB APPEAL

You may think the yard work goes away when the cold sets in, but it's still important to keep your yard neat and tidy. Curb appeal has a major impact on a buyer's first impression of your property, especially when you can rely on lush gardens and green grass to set the mood. Put away any summer tools (think rakes, garden hoses, kids' toys), and add a fresh seasonal planter to the front porch to welcome potential buyers.



Make sure that your home property looks well-maintained and inviting before buyers even get to the front door.

6. SHOVEL, SALT, AND SAND PATHS AND DRIVEWAYS

One of the reasons winter isn't an ideal time to sell is because you have to deal with ice and snow. Ensure buyers can easily walk to any outbuildings like garages, sheds, or bunkies, and keep your driveway, paths, patios, and decks clear of snow and ice so potential buyers can safely access and view your entire property.



Keep an eye on the forecast and be ready to dig out if necessary - Don't make visitors trudge through a snowbank or relive their learn-to-skate days just to get to your front door.

7. KEEP UP ON SEASONAL MAINTENANCE

As a homeowner, who has likely been through a winter in Canada, you know the seasonal tasks you need to take on in order to winterize your home each year.

Things like:

- Getting your furnace or HVAC system cleaned and inspected
- Using caulk and weather stripping to seal drafts from doors and windows
- Booking a chimney cleaning and inspection.

Keeping up on these household chores when selling your home means you won't have to worry about them during showings. And as an extra tip, be sure to keep any receipts - they can help create a listing package that shows that your home has been cared for and maintained, and make home inspections that much easier.



Take advantage of the lower inventory to make your home stand out from the others. For any questions always feel free to call any of our agents at

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