

## As the seasons change, should the marketing for a home change too?

The real estate market is highly cyclical, with a stronger market in the spring and generally a slower winter selling season. As seasons change, marketing should also change.

The first thing to review is pricing. If your home has been on the market for a while, the change of season is a good time to reassess the price. If your home is not getting a lot of showings, chances are it's priced too high.

The season you are entering can guide the decision about how aggressive your price cut should be. If you are moving from fall to winter, you should probably be much more aggressive with your

price cut than if you are moving from winter to spring. Winter, generally, is a slower season with fewer active buyers, so you may want to consider being more aggressive with pricing; while spring will bring more buyers so price cuts may not need to be as aggressive.

A good realtor will provide you with a thorough analysis of comps, taking into account general market trends and seasonality.

Next, consider how the property is presented online and in person.

The photographs and listing details should also be reviewed. Do you still have snow in your photos when it is already spring?



This gives the impression to potential buyers that your house has been on the market for too long and that could suggest to potential buyers that something is wrong with the home, or that you may be growing desperate to sell.

As the seasons change, exterior

photographs should be updated accordingly. All these changes should be consistently reflected across social media ads, internet listings, MLS listings and newspaper or magazine ads.

The change of season should also be a time to alter your staging. If it is spring, it's nice to showcase the landscaping and plant spring annuals to improve your home's curb appeal. When it is close to the holiday season, consider setting a table to help buyers envision what it's like to host family and friends in the home. I suggest keeping holiday decorations neutral in motif and color, such as gold and silver.

Open house strategies should

also change based on the season. Summertime open houses can feature outdoor living spaces more. Perhaps, have a barbecue at the broker's open house — a Realtor-only event that the listing agent will manage as part of the overall marketing plan.

During the winter months, you should light up the fireplace at open houses and serve cookies. This will make the home feel cozy and warm.

Seasonality plays a big part in selling real estate, therefore marketing real estate should change with the seasons.

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