



Robin Talks Real Estate

Selling Your Home in the Winter

Realtor Robin Jones

Let's be honest. Selling your home in winter can be tough. The good news is you'll have less competition so you have a chance to really stand out. I've got some tips to ease your stress.

1. Clear away all snow and ice on walkways. If buyers can't get in easily, they won't buy.
2. Before buyers arrive, turn the heat up to a warm, comfortable temperature. If you have a fireplace, create ambiance by lighting a fire as long as it won't be left unattended. If you can't have a fire going, at least set the stage at the fireplace.
3. Whenever possible, show your home during the day. Take advantage of all your light sources – clean and open window coverings, wash the windows, turn on all your lights and put new high watt bulbs in all fixtures.
4. It's been proven that people stay longer when there's music. Have soft music playing on a low volume in the background.
5. Set the comfy cozy scene. Add warm throws on couches and thick comforters on the bed. Scent is powerful – apples, cinnamon, and fresh bread make people think “home.” Set the dining table as though you're expecting guests. A plate of cookies does wonders to make buyers feel welcome.
6. You never know when a prospective buyer will drive by, so make sure you have indoor and outdoor lights on timers.

Remember, if you must sell your home in the winter, warm and inviting is the key to success!

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