

Why Should You List Your Home for Sale Early in the Year?

with **Kaushansky** Brown
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There is a common misconception that the best time for anyone to sell their home in Toronto is in the spring. We've put together the following information to show you how you can maximize your sale price by acting sooner, rather than later.

Reason #1: Less competition. The winter months are traditionally slower times for new listings. April through June usually sees an increase of up to 70% in the number of new homes hitting the market! This means more choice for buyers and more competition for you. The more properties prospective purchasers have to choose from, the less likely they are to compete for listings. Lower inventory also means a greater likelihood of multiple offers, resulting in a higher sales price, and a higher net return on your sale.

Reason #2: Only serious buyers look at this time of year. Winter months have a tendency to weed out the lookers from the serious buyers. People who are ready and willing to move don't care if there is snow on the ground or that it gets dark early. They have made a decision to move and they want to move now.

Reason #3: Mortgage Interest rates might be due for a hike. Buyers are anxious to get settled before any more possible rate increases occur. Increases in rates decrease the amount of mortgage a family can afford, cutting them out of certain price ranges. Buyers will be looking to maximize their purchasing power early in the year. And with the Federal government implementing new changes to mortgage rules this past Fall more buyers are eager to purchase early.

Reason #4: Relocation is at its highest at this time of year. Companies want to get new employees settled for the beginning of the year. Statistically, corporate relocations rise by up to 15% from November to March.

Reason #5: Current market stability. Right now, the Toronto market is still perceived as relatively stable compared to the rest of Canada. However, many economists continue to predict a downturn for the Canadian Real Estate Market, with a potential reduction in sale prices.

Reason #6: The perfect gift to yourself - a new home. Start your year off the best possible way in a new home for yourself and your family. By the time everyone else decides to list their home for sale, you will be moved in to a new comfortable space.

To find out how you can benefit from today's market conditions, call the Kaushansky/Brown Team at 416-259-2444 or email info@ireneandphilip.com

To find out what homes like yours are selling for go to www.ireneandphilip.com/whatsmyhomeworth



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