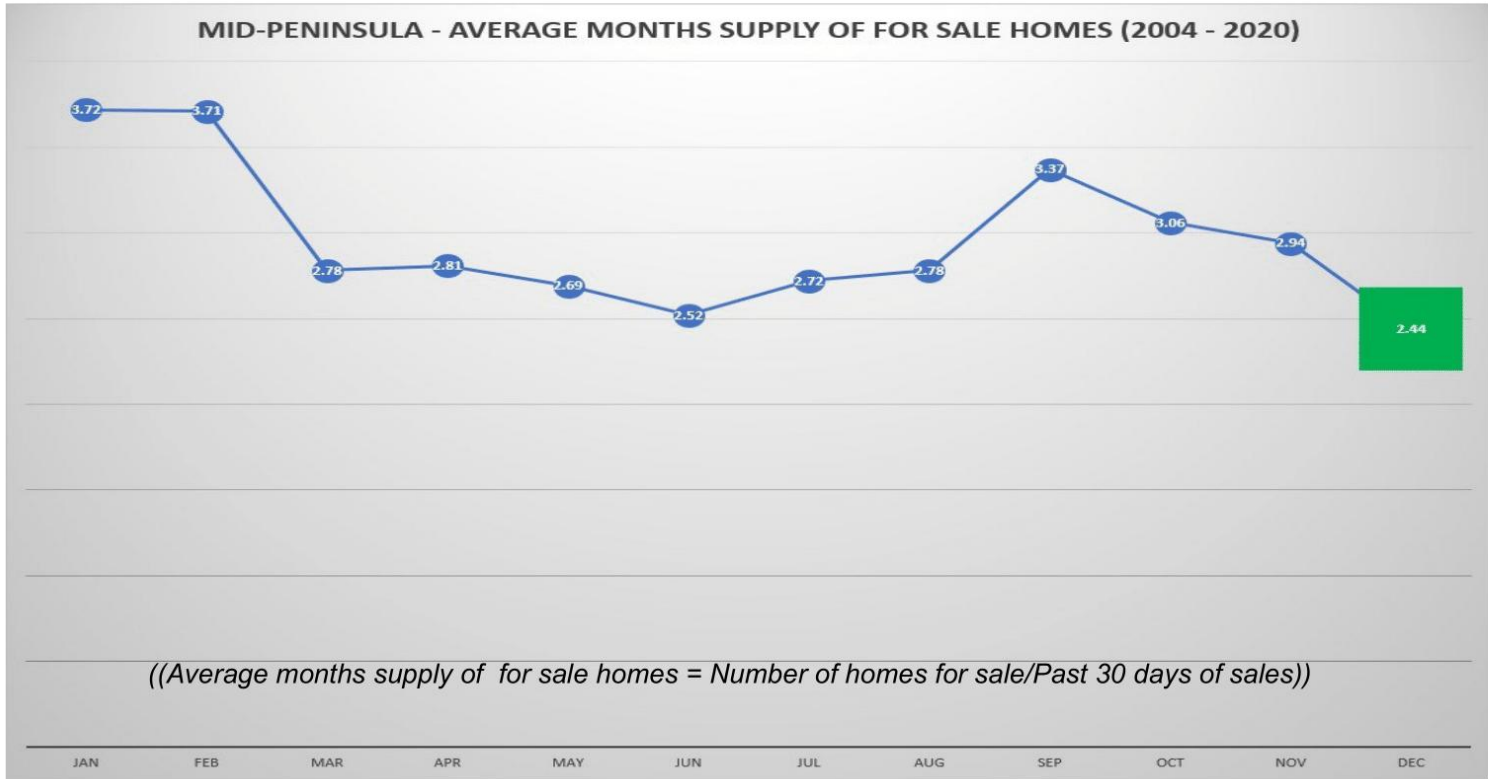


# Homes Don't Sell in December, right 🤔?



The common assumption is that "Homes don't sell in December"

While it IS correct that there are fewer homes For Sale in December, this actually means that a higher percentage of them sell in that month AND for more money.

If you look at the chart, you'll see that December is actually the best time of the year to sell! Even though the number of "For Sale" homes drops in December, the number of buyers doesn't!



## Advantages to selling while Jack Frost is nipping at your nose: 🧑‍🦺

Less Sellers selling their home when you are 🤔 Buyers mean Business = Serious Buyers 🤔 Tax Breaks before Year-End, e.g., mortgage interest, Real Estate taxes (Consult with your financial advisor/tax accountant, of course) and 🤔 the Internet has no seasons.

All of this means that a higher percentage of homes Sell in December than any other month of the year.

**The Key for 2021 will be to have Your home hit the market November 29th and Under Contract no later than December 17th.**