

Winter TIPS

TUESDAY TIP
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Listing a home during the winter months presents unique challenges. Shorter daylight hours, unpredictable weather, and seasonal slowdowns can make it harder to showcase a property and attract motivated buyers. Try following some of these tips to create a warm, inviting atmosphere.

Maximize natural light: Schedule showings during daylight when possible, open curtains and blinds, and add warm-toned lighting to brighten darker winter interiors.

Enhance curb appeal: Ensure walkways, steps, and driveways are illuminated and cleared of snow and ice. Add simple winter-friendly touches like a clean entryway, a new doormat, or evergreen planters.

Keep the home warm and inviting: A comfortable temperature, cozy décor, and even a subtle seasonal scent can make a big difference when buyers step in from the cold. Avoid overpowering fragrances that might overwhelm visitors.

Showcase professional photography: Low light and dreary skies can be tricky, so high-quality, well-lit photos are essential.

Highlight winter benefits: Showcase features like newer windows, efficient heating systems, fireplaces, or well-insulated spaces that buyers will appreciate in colder months.

Keep the home clean and dry: Provide a mat or rug at the door to avoid tracking in snow and water. Provide an area to easily remove and place umbrellas and winter gear.

Keep the exterior safe: Regularly salt icy areas, remove hazards, and ensure outdoor lighting is functional so showings are safe after dark.

Use virtual tools: Take advantage of virtual tours, floor plans, and video walkthroughs to help buyers when the weather makes travel inconvenient.