

Winter Tips

Keeping Your Listings and Showings at Their Best!

Exterior Photos of the property are often the first impression for a potential buyer and winter weather may make it difficult to get warm, inviting photos. Choose a photographer experienced in working with winter conditions.

Safe Accessibility to the property is necessary. With shorter days, showings may be after sundown. Additionally, weather conditions may make driveways and sidewalks hazardous. Be sure pathways and entrances are free of snow and ice and brightly lit.

Illuminate Rooms with plenty of light. With the days being shorter, there may not be much natural light coming in through the windows. Turn on the lights in all rooms.

Strong Holiday Scents can be overwhelming. Choose subtle, neutral fragrances so potential buyers can focus on the property.

"No Shoes Policy" can be implemented to avoid snow and slush on clean carpets and flooring. Have an area to easily remove shoes and place winter gear.

