

Winter TIPS



Winter can present its challenges in creating a cozy, warm, and inviting atmosphere. It may require some extra effort to counter the dreariness of the season. Follow these tips to have your listing presenting its best.

Safe Accessibility: To ensure a safe and welcoming entry for potential buyers and their agents, clear all snow and ice from walkways and driveways. Additionally, remove any icicles that may have formed on gutters.

Exterior Lighting: As the days become shorter, many showings may occur after dark. Keeping the pathway to the house brightly lit can be more inviting.

Illuminate Rooms: Winter isn't known for consistent sunshine, but let in what natural light you can. Turn on the lights in all rooms.

Interior Temperature: Keep the home at a comfortable temperature during showings so visitors aren't too warm or too cold.

Avoid Strong Aromas: The scents of many holiday candles and oils can be overwhelming to visitors. Try something more natural to create appropriate aromas.

Exterior Photos: These photos are often the first impression of the property for a home buyer and winter can make it difficult to get warm, inviting photos. Choose a photographer experienced in these conditions.

No Shoes Policy: Implement a "No Shoes" policy to avoid snow and slush inside the house. Have an area to easily remove and place winter gear.

Highlight Winter Features: If the home has attractive winter features such as heated flooring, a spa, or energy-efficient appliances, be sure to highlight these during showings.

Winter Decor: Avoid excessive holiday decorations to appeal to a broader range of potential buyers.

TUESDAY TIP
12/05/2023