

WELCOME WINTER

WITH KEITH REDIT OF BAYLEYS

Home sales turn red hot this winter

It may be cold and damp outside but that doesn't mean real estate isn't still selling. While the seasons of the year do cause peaks and troughs in sales activity; the market continues unabated in St Heliers and surrounding areas with plenty of buyers looking to move into these prime locations.

As a leading sales consultant at Bayley's, and with more than 40 years' marketing experience, my belief is that winter is as good a time to sell as any other season.

One reason is that if a home looks appealing now, buyers will know it will look fantastic come the warmer months when gardens can look their best.

My success in helping clients find their dream home is due to my passion for quality real estate, my reputation for connecting people with the right property, and being heavily involved our community.

There are some key reasons why people look to sell at this time of year. These include:

- Families downsizing. Empty nesters are enjoying more flexibility and freedom, they appreciate the option of a smaller home that can be easier to maintain.
- Traditionally, buyers have looked for a home in their neighbourhood - but that trend is starting to change as people search a little

further afield. People are moving from one suburb to another for a change of school, place of work, or an easier commute.

- Retirees are also looking to cash-up and enjoy both the stability and security of a warm home in a retirement community. Providing investors an opportunity to breathe new life into an older home.

- Expats are returning home all the time and looking for a turn-key listing. They are often highly motivated to secure a new home quickly and rarely need to sell first. Cash buyers can move fast.
- Current market conditions mean it is a sellers' market with fewer quality properties available. This means your property has a higher hit rate from motivated buyers.

How to sell in winter

When prospective buyers view your home in winter, they see your home in a different light. The weather can be dull and the temperature less than ideal. That means good homestaging can provide an advantage, and marketing can be more cost effective.

To help set the scene consider lighting your fire, setting a sumptuous dining table, soft throws and velvet cushions that enhance the cosy comfort of your home. Things such as these can provide



Keith Redit - Winter is a fine time to market your property.

a warm welcome that is perfect for this time of year.

Ensure your open home times are set for when the sun streams in at its strongest.

Bring outdoors inside with fresh seasonal flowers that will last longer in the cooler months.

Overseas investors will be actively searching during their summer months - don't let them down with a dowdy presentation of your home.

Let the Bayley's team leverage their connections with Knight Frank and its offshore teams to tap into potential buyers.

Make winter a winner for you to sell your home. Call today to have a chat about how I can help inspire your perfect buyer, competitively promote, and successfully sell your property during one of the most profitable times of the year.

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