

# THE REALTY EDGE

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## Don't let the Grinch steal your Home



Are you thinking that putting your home on the market during the Holidays is a Dumb idea? With all the shopping, family gatherings, and all the Holiday travel, who has the time? Besides, No one is really looking at homes anyway. Right? Well...You may want to rethink that.

It is true that home sales do fall during the Holiday Season. However, this trend is changing. Here are 5 reasons why you should rethink your Holiday mindset!

**1. Strong market with Fewer homes** – According to the Arkansas Realtor Association, we are experiencing the best Real Estate market in ten years. The market is still strong and Buyers are still out looking for good homes to purchase which are becoming harder to find. So why would you take your home off the market or wait to put it on until after the Holidays?

**2. Shopping trends are changing and fast** – Shopping is not what it used to be. We are in the “Convenience Age” of shopping. We have all seen it, stores opening on Thanksgiving and Christmas, Multi days of Black Friday specials and online shopping is at an all-time high. That same trend is happening in Real Estate. The traditional slow months of November and December are becoming not so slow. People are beginning to look for homes at their convenience and not waiting until after the year-end.

**3. More Multicultural Buyers** – In the last several years, I have sold more homes to people from other countries and cultures than ever before in my career and national statistics are proving the trend. The Holiday Season doesn't matter to some since many are not familiar with our customs or do not celebrate them. However, they are buyers and they are shopping for homes.

**4. Transition time for Buyers** – For many Buyers, December is a great time to relocate. Buyers with children in school would rather wait between semesters to relocate. Businesses are making changes moving employees. People are taking off during the holidays while things are slow so they have time to look for homes.

**5. Holiday Parties are a great time to market your home**—What better time to show it off than to have a Holiday Party for all your friends and neighbors. You may even ask your Realtor to have a “Holiday Realtor Open House”! The decorations can give your home a different look, so long as you don't go too overboard.

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