

OBJECTION HANDLERS

HERE ARE SOME EFFECTIVE OBJECTION HANDLERS FOR SELLERS WHO ARE CONSIDERING WAITING UNTIL JANUARY TO LIST THEIR HOME



profile
transaction management

January can mean more competition.

-A lot of sellers think about waiting until January or spring to list, but that's when a lot of other homes will hit the market. Listing now gives you a head start with less competition, and buyers will focus more on your home.

Serious buyers are looking during the holidays.

-The buyers who are out looking during the holidays tend to be more serious and motivated. They're not just browsing – they're ready to make a move. By waiting, you might miss out on these highly motivated buyers.

Interest rates may rise in the new year.

-Interest rates can fluctuate, and many experts believe they could rise next year. If rates go up, buyers' purchasing power goes down, potentially lowering what they're willing to pay. Listing now could attract buyers while rates are still favorable.

Holiday decor can create a warm, inviting atmosphere.

-The holiday season is a great time to show your home's warmth and charm. Many buyers love seeing homes decorated for the holidays – it helps them envision making it their own.

You have the potential to get a quicker sale.

-With fewer homes on the market, we often see quicker sales in November and December compared to January or spring. We could capture a faster offer now with less competition.

You might attract corporate relocations.

-Many companies relocate employees in the new year, meaning they start looking for homes in December to be ready by January. By listing now, you tap into that pool of motivated buyers who need to settle quickly.

A year-end sale has tax advantages for some buyers.

-Many buyers want to close before year-end for tax benefits, which can motivate them to pay top dollar. Listing now gives you a chance to take advantage of this buyer motivation.

You don't have to put your life on hold.

-I completely understand wanting to enjoy the holidays! We can schedule showings around your availability to keep your holiday plans intact. Plus, the slower market means fewer but more serious showings, so it won't be too disruptive.

Early buyers beat the spring rush.

-Buyers are already out there looking to get a head start on the new year. Many start their search now to avoid the frenzy of the spring market, so listing in November or December lets you capture those buyers early.

We can take advantage of holiday downtime.

-The holidays often bring downtime for potential buyers to browse listings and make viewing appointments. We can list now and capture their attention, even if they're not viewing homes as frequently.

You can plan to move with flexibility.

- If we list now and secure a buyer, you'll have the option to negotiate for a closing date that works for you, giving you more control over your timeline and less stress come January.

Let's do a 'soft launch.'

- We could do a 'coming soon' listing to test the waters, gauge interest, and potentially generate a list of interested buyers for a strong launch. This gives you a feel for the market without fully committing.

These approaches address common concerns while highlighting the unique advantages of selling now rather than waiting until January.