

25 November 2014

## **MEDIA RELEASE**

### **Sellers encouraged not to shun a festive listing**

*Less stock competition plus serious buyers equals a winning sales formula*

It is not uncommon for owners to hesitate to list their homes between mid-November and New Year's Day, believing the holiday season to be an off-peak time to sell.

But the idea that houses don't sell in December and early January is an increasingly outdated notion, according to one of Perth's largest, independent real estate firms.

Jones Ballard Property Group Principal, Nik Jones says sellers should not be discouraged from remaining on the market across the festive season and early New Year.

In fact, buyer behaviour suggests that homes listed during this period are likely to attract the interest of genuine and motivated buyers who finally have time to look at homes for sale.

"Perth metropolitan property listing numbers traditionally demonstrate a slowdown from the middle of December, with many sellers not prepared to market before mid-January.

"There are unique advantages to being available on the market over the festive period that are often underestimated.

"Genuine buyers don't go into hibernation over Christmas. Thanks to internet property listings, finding a new home is a 24-seven, 365-day operation.

"Further to that, there is generally greater buyer accessibility between December and January. It may be a busy time socially, but free from their usually busy work schedules many dedicated buyers have more time up their sleeves and the desire to scout properties that interest them.

"As a result, year in year out, we experience steady enquiry during this period. It is not uncommon for our company to secure several sales during the Christmas/New Year break, or even secure sales right on Christmas Eve," said Mr Jones.

This period can also see spring selling season fallout, with those who have sold over the peak sales period on the hunt for their next property.

Off the back of particularly competitive spring sale seasons, the buyers who missed out on their dream home are often extra determined to secure a property before the New Year.

"The buyers we meet during this period are generally motivated and mean business.

“While Home Opens may not be as effective at this time of the year, viewing appointments with qualified, motivated buyers can yield great results.

“Given the misconceptions surrounding listing over Christmas, many sellers take their properties off market, meaning less competition for those staying on.

“Less competition plus highly motivated buyers is a winning formula any time of the year for selling a house,” said Mr Jones.

Early, ‘early-bird’ property purchases also afford a valuable level of convenience for families with school-aged children, as settlement typically precedes the start of the school year.

“It is often underestimated how eager buyers with young families are to beat the early New Year market and secure a settlement well before the school year commences.

“Convenience is king in this case,” said Mr Jones.

Mr Jones says the old adage that ‘nobody wants to buy over Christmas or New Year’ is today redundant, and sellers considering taking their property off the market over Christmas should reconsider.

“The moral of the story is that sellers should not be deterred from listing across the holiday period.

“At the end of the day, the buyers in the market during this period are generally genuine and motivated and due to a lack of stock available, are likely to have trouble finding a suitable property, which makes for the perfect combination for a seller.

“Owners considering listing during this period should speak with their agent and start planning now,” said Mr Jones.

-ENDS-

Notes to Editors:

**About Jones Ballard Property Group** - Jones Ballard Property Group is one of Perth’s most successful independent property sales and management firms. The firm employs more than 45 staff at offices in Como and Bull Creek and provides residential sales, property management, development consultancy and marketing, and access to financial and conveyancing services.

For further information:

Nik Jones  
Principal  
Jones Ballard Property Group  
Tel: (08) 9474 1533  
Mobile: 0417 913 966

Carly Wise  
Consultant  
Riley Mathewson Public Relations  
Tel: (08) 9381 2144  
Mob: 0435 002 895