



Mimi Noyes



## Real Estate News Flash: Winter Is the New Spring!

IT'S NO SECRET that spring is the busiest time of year for real estate activity, and sellers should ready their homes for the spring market. But what does this really mean in terms of the best time to list a home? Newly-released information from Midwest Real Estate Data spells out the specifics for the Barrington area over the past few years. Here's the real estate news flash: Being "ready" for the spring market actually means listing your house in the winter months.

According to this report, there is clear indication that having your home on the market in January increases the odds of it being sold during the

spring market. The report breaks down sales data over the past several years for various categories, including which month offers the most showings per listing. Over the last several years in Barrington, showings peak out in March and April. Further supporting data from the report indicates that on average, it can take 18 to 22 showings to sell a home. However, the number of showings can vary for specific price ranges.

### BEING READY FOR THE SERIOUS BUYER

Armed with the most recent information, sellers can better position themselves by coming on the market when new buyers start to look in January

and February. The bottom line is that we want to have our listing on the market when the serious buyers are hitting the pavement. In addition, over the past few years contracts peak out in April and May, and the majority of closings take place 45-60 days later. Simply stated, listing one's home in April, May, or June when the spring flowers are starting in bloom may mean you have already missed "being ready" for the buyers spring market.

There's simply no denying that even in real estate, the early bird gets the worm. In my experience, most homeowners wait until spring to prepare their homes for the market which means they have missed the peak showing activity. Adequately preparing for a winter listing means using the fall months to prepare your home, pick your realtor, list in January, and be ready for buyers who are actively seeking their new home. U

### WHAT MONTH HAS THE MOST SHOWINGS?



A study of the Barrington market indicates which month offers the most showings per listing for 2015-2017. Data compiled by Midwest Real Estate Data.

A lifelong resident of Barrington, Mimi Noyes has more than 25 years of local real estate experience. If you are interested in more information or a copy of the Midwest Real Estate Data report, please contact Mimi Noyes at Mimi@MimiNoyesHomes.com or call 847-421-2836.