

# SELLING IN THE SUMMER



AN ESSENTIAL GUIDE  
FROM PURPLEBRICKS



# SELLING IN THE SUMMER

We have long been told that summer is the very best time of year to put your home on the market if you want the best chance of selling quickly, and achieve a generous price.

Here, property expert Michael Bruce, CEO of the UK's leading hybrid estate agent purplebricks.com, shares his thoughts on whether this is indeed the case, and if so, how you can ensure that your property stands out in a busy market place.

*'In my experience, any time of the year can be a good time for selling your home providing you market it correctly and have a proactive agent working for you. However, there are certain times of the year when there are less people looking to buy and sell because of factors including Christmas, meaning they have less time and are more conscious of money.'*

*Generally speaking summer is a very good time to sell and there are a number of reasons as to why this is the case.'*

## 1. It's aesthetically pleasing!

Summer is a great time of year to present your home to potential buyers to ensure that they see it in its full glory. At this time of year, gardens are coming into bloom which

means that it's much easier to capture the attention of viewers as soon as they set foot on the driveway. It's amazing the impact that a manicured lawn and a few strategically placed shrubs can have on the overall appearance of your home. We often talk about the importance of 'kerb appeal', and a beautiful summer garden is a fantastic example of how you can master this. If you live in a property without a garden then you can still make the most of the season to entice buyers by adding some fresh flower pots or shrubs to your balcony/entrance porch/window sill – depending on the space you have available.

## 2. The weather is looking up

Typically at this time of year the weather starts to improve, and the evenings are lighter. Not only does this make us feel more optimistic about life generally, it also can inspire people to get out and finally do the things that they have been planning throughout the winter months. There are more potential buyers out and about, and coupled with a



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general upbeat mood means that you have a good chance of getting strong interest in your property. The summer season also allows more flexibility in terms of the times that you are able to host viewings at your property as the evenings stay lighter for longer, so make sure you work with an agent that can offer viewings after 5.30pm.

## 3. It's easy to wow

Not only is summer a good time of year for making the outside of your house desirable, there is also plenty of opportunity to add some finishing touches to the inside of your property.

With hosting an open house more popular than ever as a marketing tool, it's important to make sure that your house really has the wow factor when potential buyers come knocking en masse. A really simple but effective tip is to take advantage of seasonal flowers - such as daffodils - and strategically place throughout your home. Flowers, warm baked bread and freshly ground coffee are all inviting smells that can make a difference to potential buyers when viewing your home, and will seem particularly appealing on a gorgeous summer day.

#### 4. Beat the Autumn 'exodus'

Another reason why the property market is so busy during the summer time is because people want to move and get settled in before the chaos of the new school term in September, and the lead up to Christmas and New Year. Although this means that there will naturally be more competition, it also means that many people will be looking to move quickly, and therefore are perhaps more likely to go straight in with an asking price offer.

#### 5. But... beware of potential pitfalls

Whilst there are several key reasons why summer is a great time to sell a property, the crowded market place means that you need to be on top of your game if you want your house to stand out from the crowd. It sounds obvious but bright summer days mean that your home will be flooded with extra light. On one hand, this can be great for showing off how bright and airy your home is, however it can also highlight minor problems such as mould, damp and unwashed windows and mirrors.

A great tip to avoid this is, prior to any viewings, ask a friend or relative round to your home (preferably on a sunny day) to carry out a mock viewing. As the person walks around they will be able to help you identify any small problems such as these that you may not have noticed previously.

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