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5 Tips for Selling a House in Foul Weather

Selling a home during the cold-weather months can be a challenge. Here are some tips for handling a sale in the dark winter months:

- **Don't wait for spring.** Point out to sellers that postponing can be the wrong choice when it means they must continue to pay the mortgage, insurance, and utility bills.
- **Get rid of the holiday decorations.** "Holiday decor says to buyers that you aren't prepared to move out so they can move in. It clutters and detracts from the home," says Mark Nash, a real estate professional and author of the forthcoming book, *Real Estate A-Z for Buying & Selling a Home*.
- **Clean and light.** Render the place dust-free and if necessary paint the walls with a light color. Linen tones are often the best.
- **Be creative.** Nash, who sells homes in Chicago, had success last year selling an ordinary house quickly after he displayed poster-size photos of the home's garden in full bloom near the windows.
- **Be realistic.** No amount of creative marketing can overcome an overly steep price tag.

Source: Universal Press Syndicate, Ellen James Martin (01/04/07)

