

Bay East Consumer Guide

8 Tips for Selling Your Home in Winter

Make the most of the winter selling season

Make a Great First Impression

Boost curb appeal by:

- Cleaning up leaves and branches
- Refreshing your front entry
- Adding a simple seasonal wreath or planters
- Keeping walkways neat and inviting

Create a Warm, Inviting Space

Help buyers picture themselves at home by:

- ✓ Decluttering and deep cleaning
- ✓ Letting in as much natural light as possible
- ✓ Keeping the home comfortably warm
- ✓ Adding cozy touches like blankets, pillows, etc.
- 👉 Aim for bright, clean, and comfortable.

Help Buyers Feel at Home

Winter buyers are often ready to make a decision.

Prepare your home by:

- Being flexible with showing requests
- Keeping driveways and walkways safe
- Staging dining or living spaces to feel welcoming
- Maintaining a clean, move-in-ready appearance



"A warm welcome can make all the difference."

Appeal to the Senses

Small details can leave a lasting impression.

Consider:

- Turning on lights before showings
- Using subtle seasonal scents (vanilla/citrus)
- Avoiding overpowering candles or perfumes
- Keeping the home fresh and clean

Comfort helps buyers feel at home

We're Here to Help

A Bay East REALTOR® can help you:

- ✓ Prepare your home for winter showings
- ✓ Highlight seasonal selling advantages
- ✓ Attract motivated buyers