

Always a good time to sell

Despite myths, winter is just as good as spring for selling property.

A recent RP Data study has shown despite the hype around the spring selling season, there is little difference in the levels of real estate sales activity across every season.

These results, according to Century 21, may help to relieve the pressure felt by many to either buy or sell in September.

The study took an analysis across sales volumes between January 2000 and 2009 and found autumn attracted the largest number of sales with 26.6 per cent, followed by spring (25.3 per cent), winter (25.3 per cent) and summer (22.7 per cent).

March was shown to be the busiest time for house and unit sales, after which came July, October and November.

“Century 21 believes such results could be good news for home buyers and sellers who

either want to act now or who will not be prepared for September,” Century 21 Rich River Real Estate principal Andrew Lochhead said.

“We have had fantastic past month of sales and find the cooler months better for selling than the warmer.”

December and January were the only exception to the study’s findings, with sales volumes dropping over the Christmas/New Year period.