



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

A RECENT RP Data study has shown that despite the hype around the 'Spring Selling Season', there is actually very little difference in the levels of real estate sales activity across every season.

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

"With sales volumes across Toowoomba lower than previous years, we were pleased to see a spike in sales in June, with our Century 21 office sales numbers up a significant 40% compared to June 2009," said Century 21 Marsden

Realty Co-Principal Geoffrey Jordan.

"Winter is often considered a time to 'bunker down' but statistically house sales show that belief as a myth."

The RP Data study took an analysis across sales volumes between January 2000 and 2009 and found that 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 that

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.

"Recent sales activity indicates that although many people often plan to list for spring there are buyers waiting now," Geoffrey said.

"Given the increase in enquiry our office has received in the past few weeks anyone contemplating selling should make the move sooner than later."

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

Geoffrey Jordan congratulates Brian and Helen O'Halloran on the successful "winter" sale of their home in Tourist Road.

