

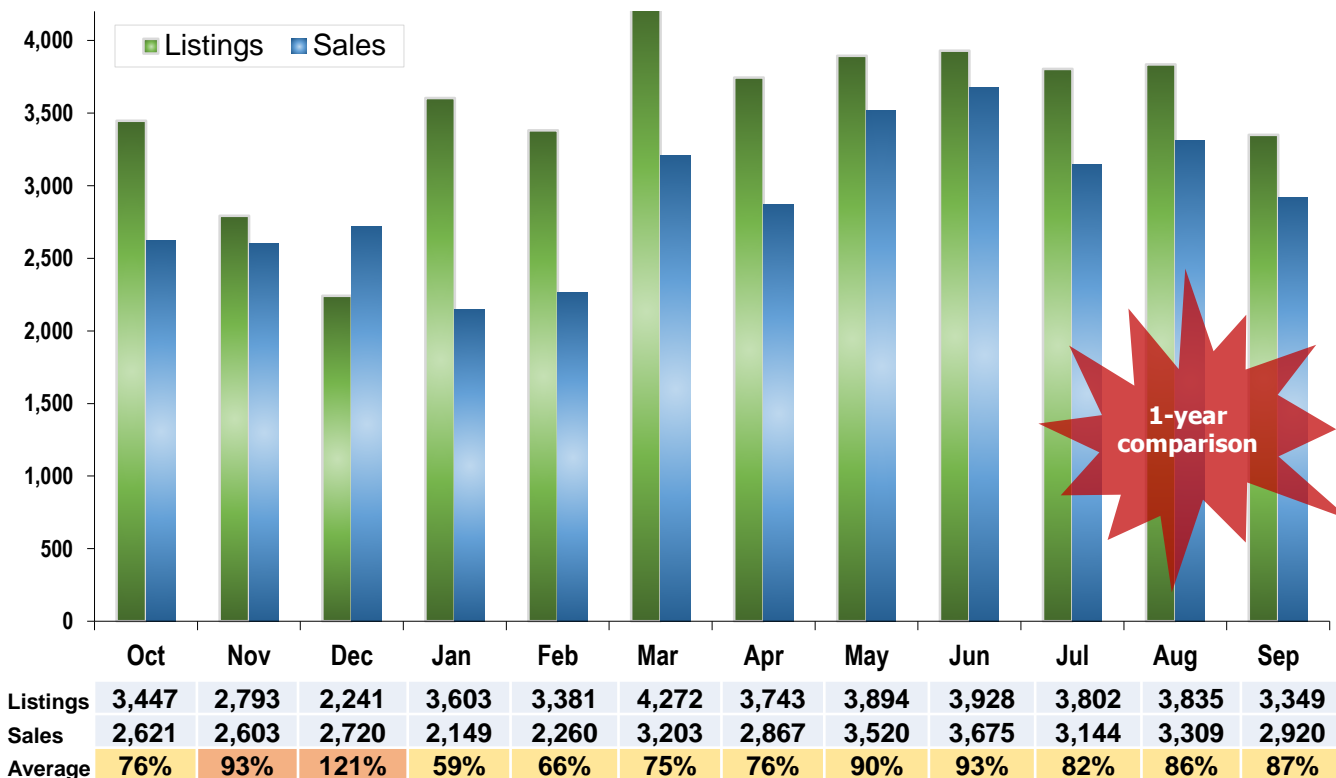
The holidays are no holiday

at Coldwell Banker Premier Realty



While the holiday season poses distractions for most real estate professionals, at Coldwell Banker Premier Realty our Sales Associates are aware of the facts:

It's a *Great* time to buy and sell real estate!



Here's why:

✔ Over the last year the average ratio between residential listings taken and listings sold is **82%**; however, for the months of November and December the average is **106%**, which means there is a **24%** greater chance of your property selling during the holidays than any other time of year!

✔ In real numbers, **27%** more homes sold in December than in January and **60%** more homes were listed in January than in December.

✔ The ratio between listings taken and listings sold in November and December is **107%** compared to just **62%** in January and February.

Don't wait for a slower market!

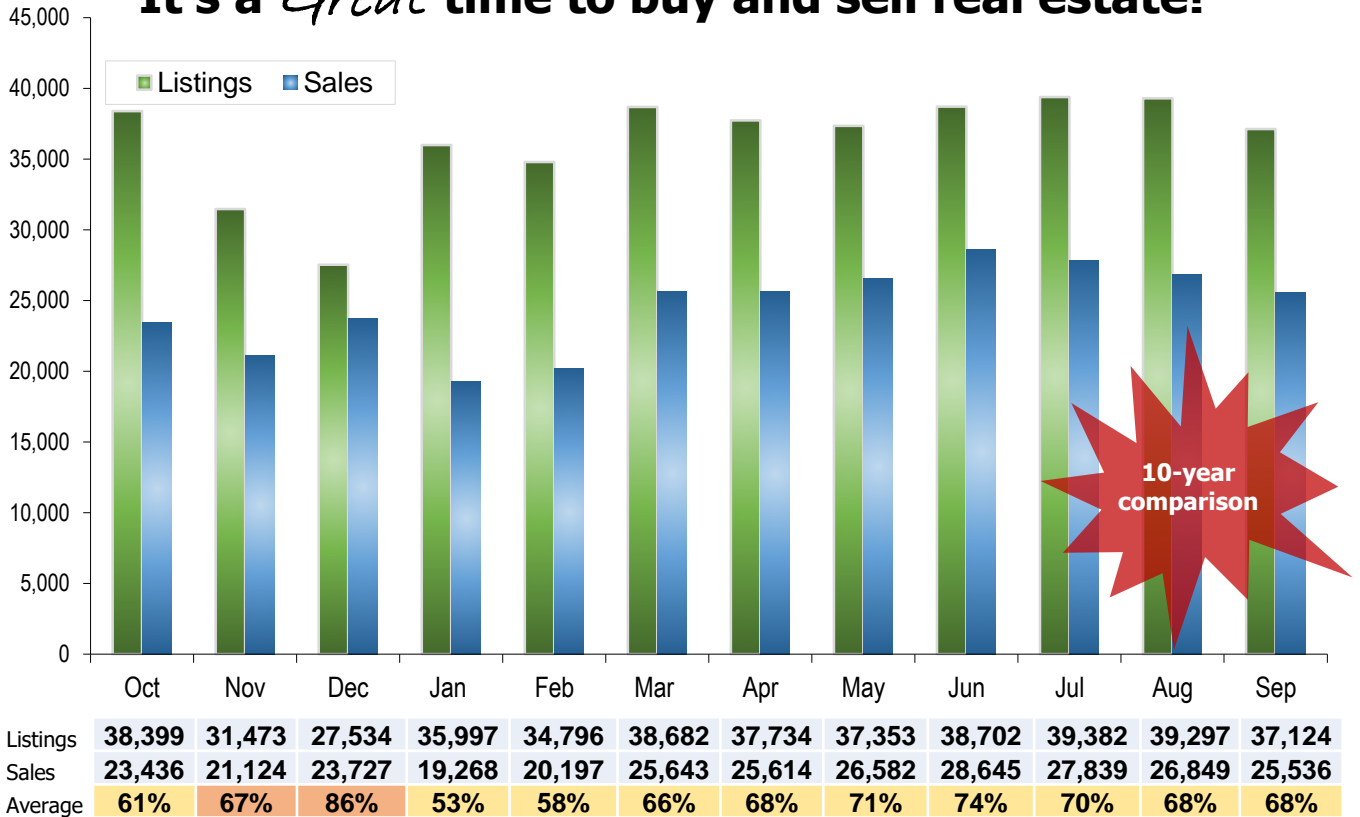
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While the holiday season poses distractions for most real estate professionals, at Coldwell Banker Premier Realty our Sales Associates are aware of the facts:

It's a Great time to buy and sell real estate!



Here's why:

✔ Over the last ten years the average ratio between residential listings taken and listings sold is **67%**; however, for the months of November and December the average is **77%**, which means there is a **10%** greater chance of your property selling during the holidays than any other time of year!

✔ In real numbers, **19%** more homes sold in December than in January and over **30%** more homes were listed in January than in December.

✔ The ratio between listings taken and listings sold in November and December is **77%** compared to just **56%** in January and February.

Don't wait for a slower market!

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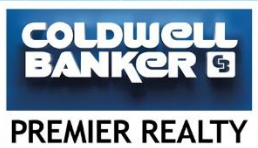
It's a *Great* time to buy and sell real estate!



1. We want your business!
2. Less competition for buyers.
3. December buyers are serious.
4. Lenders can process loans faster.
5. Mortgage money is readily available.
6. Homes show better during the holidays.
7. There are many out-of-area visitors/buyers in town.
8. Investors need tax shelters prior to January 1st, 2018.
9. Snow Birds are buying now to avoid the harsh winters.
10. Coldwell Banker sales associates don't take December off!
11. Many corporations relocate employees prior to the New Year.
12. Marketing plans can be developed now for an early January push.

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December buyers are serious.

There are many out-of-area visitors /buyers in town.

Marketing plans can be created now for a January push.

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