



June 2021 Edition

Welcome to our monthly newsletter. Keeping you in the loop in Sydney's real estate market.

## The weather may be colder , but demand is still hot!

It's often assumed that Spring and Summer are the optimal seasons when the brighter sun can make your home look its best, and the warmer weather puts buyers in a good mood.

However, this rule-of-thumb may not apply in all circumstances. The first rule of every property market is to consider supply and demand. More listings in your area during the warmer months mean you'll be competing against many similar homes for sale. If demand is weaker, your sale price may suffer.

The Winter months often see fewer properties on the market. Fewer properties mean limited supply. Yet there is little evidence that buyer demand also slumps in Winter – especially in St George & Sydney Metropolitan area.

With limited supply and solid demand, you can achieve a strong sale price in Winter. So, what can you do to maximise the appeal of your property during the cold months?

### 1. Make the most of the season

Showcase your home's winter strengths. If you're lucky enough to have fireplaces, centralised heating or outdoor fire pits, make sure these features are on full display during open homes.

### 2. Create a cosy space

Keep the heating on for an atmosphere of comfort and warmth. Thick blankets on couches and in the bedrooms will create a cosy feeling, making buyers want to snuggle up in your home.

### 3. Brighten your curb appeal

Freshen up your outdoor areas by putting out some potted Winter flowers to breathe life into the garden. Raking leaves, mowing the lawn and pruning bushes will help your home look vibrant.

### 4. Open it up

If your home has been shut up during the day to fend off the cold, remember to open windows and let fresh air in before an inspection. You don't want it smelling stale or musty.

### 5. Let the light in

Natural light is attractive to buyers, so pull back the curtains. Clean windows will make the most of available sunlight on darker days, and turning on lamps and other lighting will banish dark corners.

*If you would like to have a chat and are thinking of selling this winter, we welcome your call.*

*Please contact Zoran on **0411 350 999** (24/7)*

**Zoran Veleski - Bringing people and property together for over 30 years...**

Disclaimer: The views expressed in this article are an opinion only and readers should rely on their independent advice in relation to such matters.



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To receive a complimentary copy of our exclusive book **MAINTAIN AND PREPARE YOUR HOME FOR PROFIT**, an in-depth insight into the essential steps that generate profit in the sale of your most valuable asset.

We'd like you to experience the Crown Property Group Australia advantage, we welcome your enquiry today.