

# Winter TIPS

TUESDAY TIP  
12/10/2024

Selling a home in winter presents unique challenges, but it also offers opportunities to stand out in a quieter market. With shorter days and colder weather, creating a warm and inviting atmosphere to counter the dreariness becomes even more important.

## ***Keep Walkways Safe and Illuminated***

Ensure all pathways, driveways, and steps are shoveled and salted to prevent ice buildup and well lit during the shorter days. A safe, easy-to-navigate entryway sets a positive tone for buyers.

## ***Brighten the Interior***

With shorter daylight hours, maximize your home's lighting by opening curtains, cleaning windows, and turning on lights in every room. Use warm-toned bulbs to create a cozy ambiance.

## ***Create a Warm Welcome***

Set the thermostat to a comfortable temperature to make the home feel inviting. A chilly house can be off-putting and give the impression of poor insulation.

## ***Exterior Photos***

These photos are often the first impression of the property. Choose a photographer who can create warm, inviting photos.

## ***Highlight Energy Efficiency and Winter- Friendly Features***

Winter buyers appreciate features that reduce heating costs. Showcase energy-efficient windows, a smart thermostat, or recent insulation updates, as well as heated floors and attached garages.

## ***Keep Home Clean and Dry***

Provide a mat or rug at the entryway for boots and umbrellas to avoid tracking in snow or water. Ensure floors are clean and free of slush during showings. Consider implementing a "No Shoes" policy.

## ***Winter Decor***

Avoid excessive holiday decorations to appeal to a broader audience.

## ***Use Seasonal Scents***

Consider subtle seasonal scents like cinnamon or vanilla to create a welcoming atmosphere. Avoid overpowering fragrances that might overwhelm visitors.