

TIMING DECISION

So when should you sell?

Four things decide it and only one is on a calendar: buyer demand, competition, how the property shows in that season, and what waiting costs you.

SELLER TOOL • WORK THROUGH THESE

Is competition in your segment unusually high right now?

I can run this for you

Does the property show materially better in a particular season?

Views, light, landscaping, snow

What will waiting actually cost you?

From your holding cost worksheet

Do you have a deadline you cannot move?

1031, purchase, life change

Would you be comfortable if it took twice as long as you expect?

This is the real test

Then pick one

List now

Competition is normal or low, the property shows well, and waiting has a real cost.

Prepare for the next window

Competition is heavy now, you have flexibility, and there is work worth doing first.

Wait and reassess

No deadline, comfortable holding, and the segment is unusually crowded.

There is no universal best month. There is a better month for your property, given what waiting costs you.