

# 12 Reasons To List Your Property With



**KEN TESKE, Marketeer Of Fine Homes**

**.....In December**

Cold weather isn't cooling off the real estate market! Don't believe those who tell you differently. There are homes selling every month – in fact, every day of the year. So if you're ready to sell your house, **DON'T WAIT UNTIL SPRING!**

1. Only **SERIOUS** buyers will brave winter weather and forego holiday preparations to look at homes, so “lookers” will not inconvenience you.
2. There is less **COMPETITION**. Some people actually believe there is no December market, so they let their listings expire or wait until after the holidays – all the better for you! Less competition means quicker sales at the best possible price for you!
3. Homes **SHOW BETTER**, decorated for the holidays.
4. There is **PLENTY** of mortgage money available and financing rates are great right now! This gives buyers more spending power, and will be even more important when you begin shopping for your new home.
5. Lenders aren't as busy at this time of year and can process loans **FASTER**, which means a quicker closing for you and the ability to move on to your new destination sooner.
6. Buyers use holiday **VACATION** days to house hunt...the holidays at year-end are “buying” days for relocating buyers.
7. Many large corporations **MOVE** executives during the holidays...and we're connected to some of America's largest corporate relocation companies.
8. It's **EASIER** to prepare your home for sale in winter months – no lawn cutting, weeding flower beds, etc.
9. If you sell during the winter months (a “Seller's market), you can buy in the **SPRING** (a “Buyer's market) when all those who delayed selling flood the market with listings – a better selection for you and you'll have a **SOLD** home—better negotiating opportunities for you also!
10. I will provide you with a **FREE COLDWELL BANKER HOME WARRANTY** if you list with me on or before December 31.
11. My marketing program is **ACTION-ORIENTED** and targets the largest source of buyers specifically for your home, using the means most appropriate.
12. I want your business and I'll **GUARANTEE** your satisfaction with my services in writing with my exclusive Coldwell Banker Seller Service Guarantee.

**CONTACT ME *TODAY* AND WRAP UP A SALE FOR THE HOLIDAYS!**

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