

WHY CHRISTMAS IS A GREAT TIME TO BAG A PROPERTY BARGAIN

Wondering if now is the time to bag a bargain on the property market? Or are you under the erroneous impression that real estate retires over the Christmas period? Because nothing could be further from the truth.

There are many compelling reasons for getting neck deep into real estate during the silly season. There's no doubt that it's a quieter period but it's all about turning that to your advantage if you're a savvy buyer.

So here are some of the key reasons you should be hitting high gear in your property search:

More time: Christmas is a good time for buyers to get to open homes and really spend some quality time assessing each home's features and deciding if this property is The One. The slower pace of this period means you're more likely to get one-on-one attention from the selling agent who has time to really show off the property's selling points.

Less competition: There are fewer buyers to compete with. This means if you do find a property that ticks all the boxes you're less likely to be competing with others. No multiple-offer scenarios to worry about!

Bargaining boost: Often, if a seller has put their home on the market right before Christmas they are keen to sell. Perhaps they'd like the sale done before school starts next year. This puts the buyer in a very strong position when negotiating terms and price.

Greater off-market potential: It's a great time to get in touch with the agents in your preferred suburbs because they may be in the process of preparing listings for the new year. Getting a bargain is all about off-market sales these days – before it gets listed on the portals. So Christmas is a great time to see what's waiting in the wings and take your pick.

It's tempting to use the Christmas period to wind down and relax with family but if you're in the market for a property this could be the best time to get yourself into gear and get moving. There are some great buying opportunities on offer and it's a once-a-year opportunity to make the most of this period. Good luck!

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