

How Halloween Marks the Peak of Value in Charlottesville's Housing Inventory

Fa la la la la, la la la la: it's carol time again!

Not quite? You *can't* almost hear those sleigh bells ringing? Well, brace yourself. Halloween is Tuesday—and nowadays, that means that by Wednesday, holiday advertising will be with us for the duration.

Whether we admit it or not, the Thanksgiving start of holiday season is a thing of the past. Hallmark has already launched its “Countdown to Christmas;” Charlottesville mailboxes are filling with gift catalogs; store windows are only weeks away from being transformed into snow-sprayed winter wonderlands.

As far as Charlottesville real estate is concerned, a couple of the advantages to buying during the holiday season will arrive more or less simultaneously. And there *are* advantages.

One real estate education company, *FortuneBuilders*, counts five key reasons why “the holidays are a great time to buy.” In short, they are:

1. Limited inventory. Less activity means fewer competing buyers.
2. Sellers are motivated. Those who have not sold during the peak season are more likely to welcome offers.
3. Taxes. This depends on the particular financial situation of both Charlottesville buyers and sellers.
4. Lower interest rates. Historically, interest rates tend to be lower during the holidays—probably because mortgage companies need to pep up sleepy demand.
5. Faster closing. Although lenders, brokers, and inspectors may be thinking it's time to take a vacation, when business does appear, they clear the decks and *move!*

Those reasons may seem like distant abstractions in the week before Halloween, but they are very much in play starting with the first stirrings of November...and Thanksgiving...and all the rest of the holiday onslaught! For those who will be in the market for a new Charlottesville home—in reality, they'll be shopping in a “holiday” market environment! As the educators put it, “some of the best deals you can make during the holidays involve real estate, not 72-inch televisions.”

You don't even have to wait until Halloween for a comprehensive look at Charlottesville's current slate of pre-holiday deals, call me and we can chat about it today!



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SETH BATTON

REALTOR, ABR®, e-PRO®, GREEN®

Born and raised in the Shenandoah Valley of Central Virginia, I love everything outdoors. Most of my free time is spent hiking, rock climbing, playing water sports, or cooking out on the back deck with friends. As a child, my parents built me with the core values of a southern gentleman. Trust starts with honesty and honesty builds integrity. I'm a technology guru! One of my favorite hobbies is restoring old homes in depressed neighborhoods to meet the needs of our generation today. My mission is to build a career worth having, a business worth owning, and a life worth living. Being GREEN® is more than just the resource efficiency of your home. It's a lifestyle choice! Let's discuss how to minimize your carbon footprint in everyday life by simplifying your daily commute, decreasing your household energy costs, and boosting the efficiency and sustainability of your daily routine!

I'm an Accredited Buyer's Representative (ABR®) with the National Association of Realtors. Which means I have extensive training to help walk you through the home buying process from start to finish. From lenders and home inspectors to mortgage agents and closing companies, together we will find the best home for your family's needs!

As an e-PRO®, I can show your home to over 500 million visitors today. And you don't even need to vacuum! Curb appeal isn't just about looking good from the street. It's about looking good from the digital highway!

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