

FOUR REASONS WHY SALES DON'T HAVE TO SLOW DURING THE HOLIDAYS

December is a great time to reach out to customers, says real estate agent Matt Parker.

By Jennifer Goodwin, for Builder Online

Despite the fact that many home builders see sales decline during the holidays, it's actually a great time to reach out to customers, says [Seattle](#) real estate agent and author [Matt Parker](#).

While some buyers drop out of the market during the weeks between Thanksgiving and Christmas, many other customers find it's a good time to shop, Parker says. Here are his top reasons why sales don't have to slow during the holidays:



Vacation time: Busy professionals who have not had time to look for a new home earlier in the year now have some time off to browse. Reach out to them with special promotions, giveaways, or a cup of hot chocolate. Keep in mind that some customers who are relocating for the new year may need to make a quick sale.

Weather: Builders in many states enjoy balmy temperatures into the new year so weather is not a reason for slow sales. Nothing makes a house more appealing and cozy than a fresh blanket of snow, so northern builders can take advantage of winter weather.

Decorations: Decorate your model homes to the hilt. Get your customers in the holiday spirit and help them envision spending special family times in their new home.

A new year: The reality is, no one knows what 2017 will look like. Customers worried about the political landscape, the economy, or interest rates are going to be looking to buy a house before the end of the year.