Sellers Ask Themselves: Should I Sell Now or Wait Until Summer?

We tend to think of real estate as seasonal — the “selling season” begins in May when school gets out and parents can move without disrupting their children’s education.

Just this Monday I had a listing appointment where we discussed the pros and cons of listing a home now vs. in May.

In this seller’s case, he was single with no children, but he couldn’t move until June because of a job commitment. (He’s moving out of the area.) Since homes are selling quickly now, he was afraid to list now and have to move before June. Also, he knew his home would look better once the trees in his yard leafed out, looking more beautiful and giving his home more privacy.

Those are good points, but here are some arguments I offered him for listing now instead of waiting.

Follow-Up on Realtor.com Exec’s Defection to Zillow

My lead topic last week was about Zillow’s raid on realtor.com’s executive suite, specifically Errol Samuelson’s move from NAR’s flagship website to up-and-coming Zillow.com.

This past Saturday, Inman News released a 16-minute video interview with Samuelson in which he explained his motivation for making that move. What he said made a lot of sense to me. In essence, he seemed to be saying that Zillow is more dynamic, more innovative, more responsive to new ideas than realtor.com, and that’s what drew him to make the move. I see that difference, too.

Samuelson described an environment at Zillow where young programmers in their 20’s are in meetings with top executives and promote ideas which can and often are implemented or at least tested after the meeting ends. They can test a new idea on “one or two million visitors” to their website and quickly see whether it’s a good idea and either scrap, modify or expand it. He said it’s great to have a team that can implement new ideas quickly. I have posted the interview at www.JimSmithColumns.com so you can watch it.