

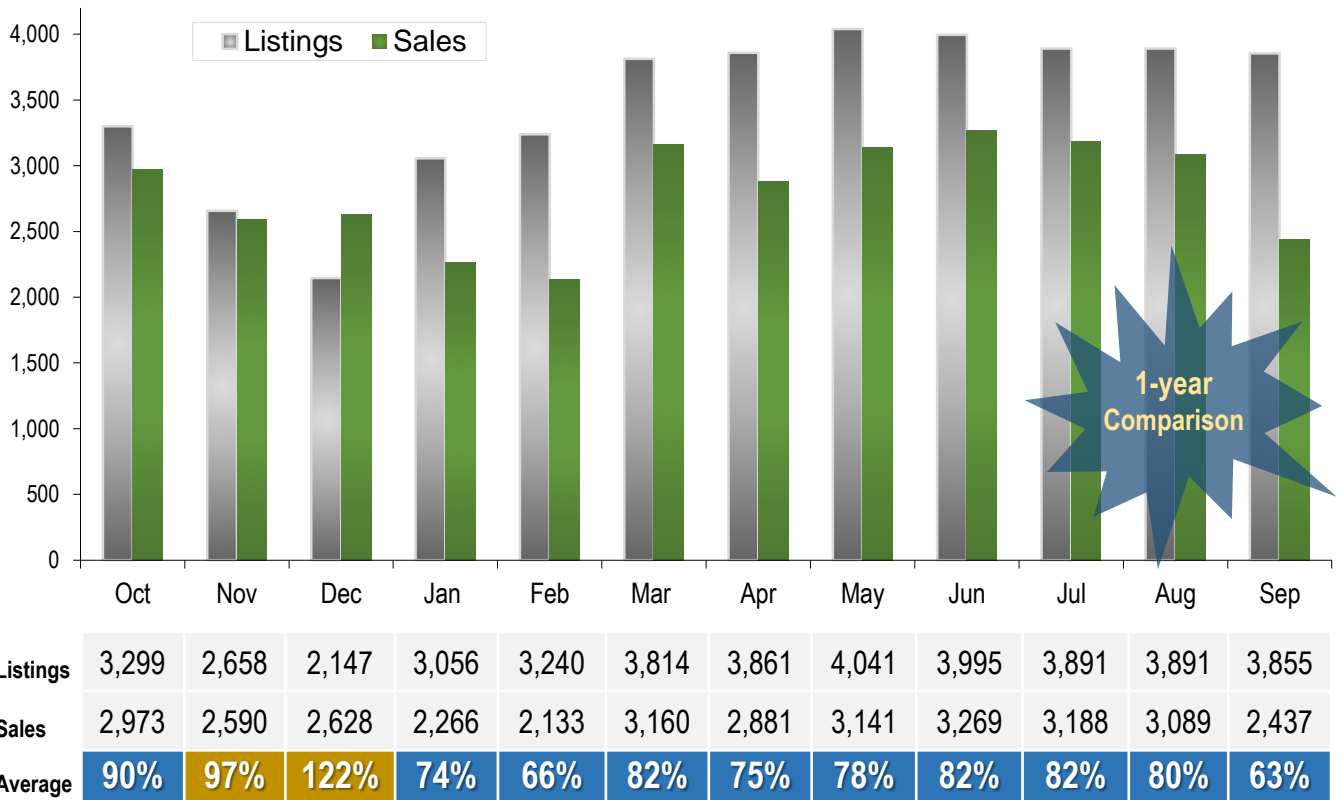
# The holidays are no holiday in Las Vegas Real Estate

## A 2017-2018 Holiday Market Analysis

Over the last year the average ratio between residential listings taken and listings sold is **81%**; however, for the months of November and December the average is **109%**, which means there is a **28%** greater chance of your property selling during the holidays than any other time of year!

In real numbers, **16%** more homes sold in December than in January and **42%** more homes were listed in January than in December.

The ratio between listings taken and listings sold in November and December is **109%** compared to just **70%** in January and February.



While the holiday season poses distractions for most real estate professionals, at Coldwell Banker Premier Realty our Sales Associates are aware of the facts: **It's a Great time to buy and sell real estate!**

**Don't wait for a slower market!**

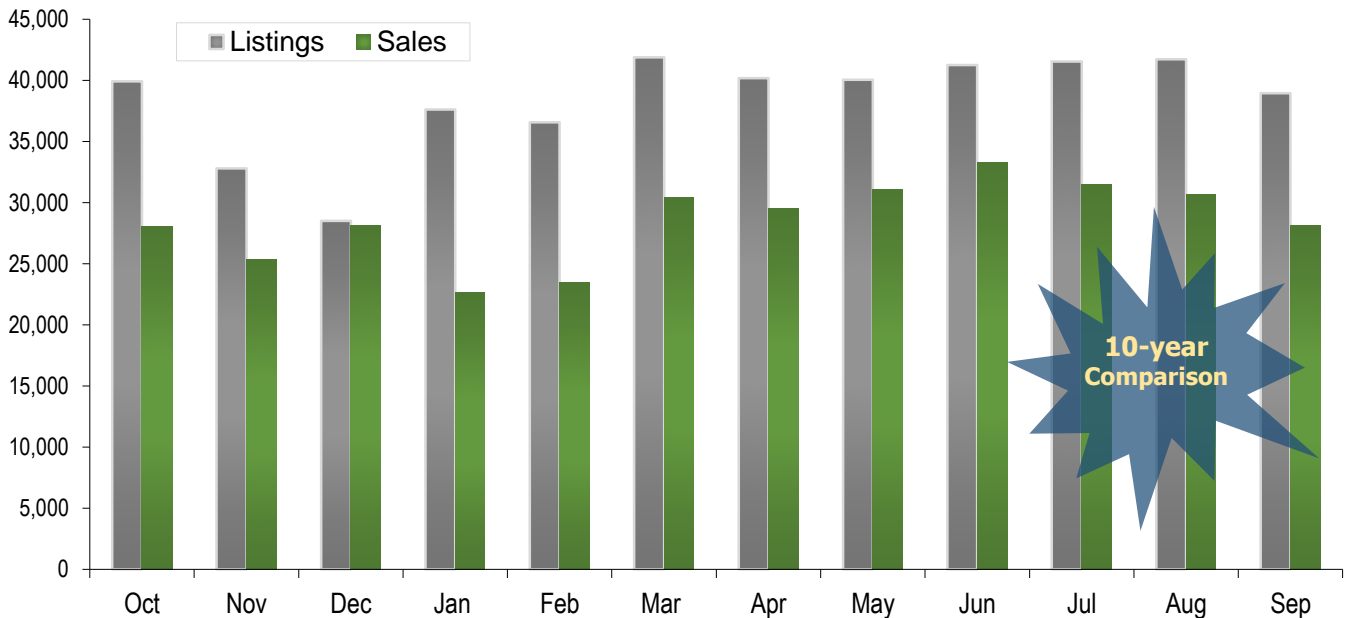
# The holidays are no holiday in Las Vegas Real Estate

## A 2009-2018 Holiday Market Analysis

Over the last ten years the average ratio between residential listings taken and listings sold is **74%**; however, for the months of November and December the average is **87%**, which means there is a **13%** greater chance of your property selling during the holidays than any other time of year!

In real numbers, **24%** more homes sold in December than in January and **32%** more homes were listed in January than in December.

The ratio between listings taken and listings sold in November and December is **87%** compared to just **62%** in January and February.



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Listings	39,920	32,800	28,494	37,611	36,576	41,871	40,175	40,060	41,262	41,550	41,721	38,951
Sales	28,033	25,320	28,102	22,658	23,445	30,431	29,493	31,047	33,319	31,464	30,702	28,109
Average	70%	77%	99%	60%	64%	73%	73%	78%	82%	81%	74%	72%

While the holiday season poses distractions for most real estate professionals, at Coldwell Banker Premier Realty our Sales Associates are aware of the facts: **It's a Great time to buy and sell real estate!**

**Don't wait for a slower market!**

# *The holidays are no holiday* in Las Vegas Real Estate

## A 2009-2018 Holiday Market Analysis

While the holiday season poses distractions for most real estate professionals, at Coldwell Banker Premier Realty our Sales Associates are aware of the facts:

**It's a *Great* time to buy and sell real estate!**



1. We want your business!
2. Less competition for buyers.
3. December buyers are serious.
4. Lenders can process loans faster.
5. Mortgage money is readily available.
6. Homes show better during the holidays.
7. There are many out-of-area visitors/buyers in town.
8. Investors need tax shelters prior to January 1<sup>st</sup>, 2019.
9. Snowbirds buy starting in the fall to avoid the harsh winters.
10. Many corporations relocate employees prior to the New Year.
11. Marketing plans can be developed now for an early January push.
12. Coldwell Banker Premier Realty sales associates don't take December off!

# The holidays are no holiday in Las Vegas Real Estate

## A 2009-2018 Holiday Market Analysis

While the holiday season poses distractions for most real estate professionals, at Coldwell Banker Premier Realty our Sales Associates are aware of the facts:

**It's a *Great* time to buy and sell real estate!**

Homes show better during the holidays.

Investors need tax shelters prior to January 1st, 2019.

December buyers are serious.

There are many out-of-area visitors /buyers in town.

Marketing plans can be created now for a January push.

Lenders can process loans faster.

Snowbirds are buying now to avoid the harsh winters.

Less competition for buyers.

Many corporations relocate employees prior to the new year.

