



# BERKSHIRE HATHAWAY HomeServices Georgia Properties

## HOLIDAY HOME Marketing Program

*A program designed to help you enjoy the holidays with your family and friends while you list your home and take advantage of the winter buyers.*

### BENEFITS

- Holiday buyers are more serious, committed and focused.
- Corporate executive transferees have more time to shop for a home during the holidays than at any other time of the year.
- Over the holidays, there are fewer homes available - so supply and demand works in your favor.
- Properties are seasonally radiant during the decorative holiday season.
- The holiday season is a period of unmatched consumer confidence and retail frenzy.
- Mortgage rates are lower during this time.
- Some home buyers purchase homes as a gift for the holidays.

### FEATURES

- All showings are by appointment and only to pre-qualified buyers
- No "For Sale" sign or lock box
- No online advertising or print marketing inside the home
- No open house for either public or REALTORS.

(Unless home owner requests otherwise)

