

# A Realtors' reflection on Thanksgiving: Use this time to your homebuying advantage | Home & Living

*Suzie Harris*

Soon we'll GATHER for Thanksgiving to celebrate good times, great food and fellowship with friends and families. We'll get out the "good china" and produce grand tablescapes to impress our guests. Some of us take great pride in our culinary skills, believing we have what it takes to be "Top Chef." We'll take command of the kitchen to produce the lion's share of extraordinary dishes that will be served throughout the day.

We'd have it no other way. (Of course, just so that we don't seem too arrogant, we'll politely accept offers of small side dishes our guests want to bring.)

Then, once the dishes are cleared and the last guest heads home with leftovers, we'll prep for the American shopping phenomenon known as Black Friday. It's not for the weak or for the shopper who wants to leisurely stroll the aisles. And, increasingly, retailers capitalize with "online-only" deals that, paired with "in-store-only" sales, capture every dollar possible.

That leads me to the behaviors of today's real estate shopper. We are all very aware of the multitude of websites and apps available to shoppers. Buyers have access to what's essentially a virtual open house of all properties they may be interested in.

They can find out all the details about a home, view pictures, check out the schools and more. Buying a home isn't an impulse buy. It's not anything like standing in line at 4 a.m. waiting to grab the 50-inch television on Black Friday because it's such a great deal. Buying a home is a process. It's an emotional and committed series of events that commonly takes place over a period of four to six weeks at minimum.

The homebuying trend for Thanksgiving and Black Friday is consistent: basically nonexistent as searches slow to a crawl. Despite the housing market being sluggish over the holiday, there still will be a scarce group of determined buyers who do not lose sight of finding their dream home. These buyers understand that there is a very limited inventory of homes available in our market. They'll be ready to trek out in the cool weather and skip out on the huge holiday meal to keep their eyes on the prize.

There's a significant mutual benefit for both buyers and sellers during this time: Buyers understand inventory is limited, so there's minimal time spent on homes that are just "status quo." Sellers gain from having a serious buyer.

How can buyers and sellers capitalize their opportunities over the holiday? To begin, buyers can communicate with their Realtor to set an appointment to see the houses they're interested in. Setting appointments early is also ideal for sellers just in case the property is occupied.

In addition, early requests allow your Realtor to best manage everyone's time. Hopefully, you'll find the home of your dreams, and your Realtor can prepare your offer and present it as soon as possible, which increases the likelihood of acceptance.

As for sellers, this could be a chance to host an open house and display festive fall decor, setting the stage for could-be owners. Single your home out. Be the seller who lights the fragrant candle, bakes fresh cookies and opens the door to potential buyers when many other sellers won't this holiday.

Happy Thanksgiving.

Suzie Harris is a Realtor with RE/MAX Central Realty in Virginia Beach and a member of the Hampton Roads Realtors Association, Virginia Association of Realtors and National Association of Realtors. Realtors are real estate agents who adhere to a strict code of ethics and work for the homebuying public to protect and preserve private property rights. Learn more at [www.IsYourAgentOne.com](http://www.IsYourAgentOne.com). Learn more about HRRA at [www.HRRA.com](http://www.HRRA.com). Reach Harris at [Suzie@anovateam.com](mailto:Suzie@anovateam.com) or 757-636-9153. Visit her website at [sueharrishomes.com](http://sueharrishomes.com).