

A Guide to Selling Your Home This Winter

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INSIDE



New for
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Shawlands



0141 649 7979



shawlands@scottishpropertycentre.net



Cardonald



0141 892 0077



cardonald@scottishpropertycentre.net



Dunoon



01369 545 015



argyll@scottishpropertycentre.net

www.scottishpropertycentre.net

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Is selling in winter a good idea?

Hello,

My name is Craig Smith, and I am a Director here at Scottish Property Centre.

If you're thinking of putting your house or flat on the market in the winter months, this guide is for you.

Over the next few pages, I'm going to offer some tips and advice specifically tailored to help you sell successfully during the winter period.

Some people think winter is a bad time to try to sell your home.

We don't see it like that at all.

The Winter Window

Winter presents an opportunity to make your house or flat stand out in what can sometimes be a dull and flat market.

In many ways, if your home is presented and marketed correctly, it can be an ideal time to sell it. We'll explain why later on in this guide.

We'll also offer some tips on how to plan, present and prepare your home to help find the perfect buyer and achieve a successful sale.

Get in Touch

If you'd like to discuss selling your home this winter, or any other time of the year, please don't hesitate to get in touch.

Kind regards,



Craig Smith,
Director,
Scottish Property Centre

*Disclaimer: The information in this guide does not constitute legal or financial advice.

The pros and cons of selling in winter

While there are some drawbacks, there are lots of good reasons to sell now, too.

Let's look at them and make a fully informed decision.



The cons

- **Shorter days**– There's a smaller time period for viewings each day.
- **Weather issues**– Wind, rain, snow and ice make it tempting for buyers to stay tucked up at home.
- **Holiday**– Holiday periods and school breaks can sometimes get in the way.



The pros

- **There are usually fewer homes on the market**– Buyers have fewer choices. So, there's potentially less competition from other sellers.
- **Buyers tend to be more committed**– They're in the market because they need or really want to buy a house or flat. They're not just window shopping.
- **Seasonal splendour**– Your home can look great in winter, especially on those cold but sunny, sparkling winter days.
- **Digital visibility peaks**– More people are scrolling property sites on dark winter evenings, which can mean extra online visibility for your home – and more motivated viewers.
- **Spring Ahead**– If you're buying as well as selling, you can have your pick of properties before other buyers hit the market in the spring.

By putting your home on the market now, you could be sold and moved by spring.

Spring is a great time of year to move, from a logistical point of view. The days are longer, the weather is usually better, and we're all much happier (most of us anyway).



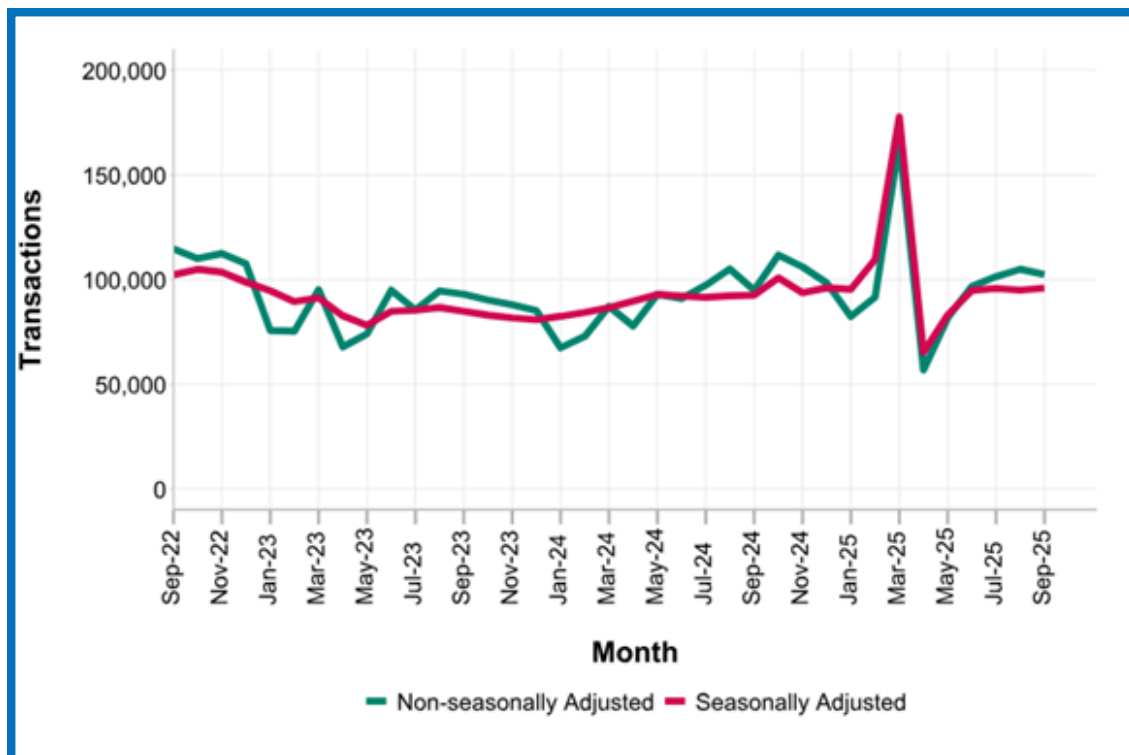
Some facts about the winter market

It's factually incorrect that property sales grind to a halt in winter. They don't.

Examining the official house sales statistics for the last three years, tens of thousands of homes are still sold during the winter period.

Yes, the market can be quieter in wintertime, but the difference between the seasons is not as big as you might think.

Although it may not be the case every year, in February and March 2025, the number of sales actually increased.



Source: HMRC accredited official statistics.

Homes can even sell more quickly in winter. And winter sales may be more likely to complete too.

According to Rightmove, February and March are the best months to list a home for sale based on the likelihood that the sale will complete successfully.

They are closely followed by April and January.

Rightmove also say that homes listed in January and February find buyers more quickly than any other months, taking an average of 51 days. March and April follow closely, with sales taking an average of 52 days to complete.

Source: Rightmove

Some facts about the winter market (continued)

Official statistics from last winter showed that average prices for sales completed during the winter period were not significantly different from those in the spring.

You won't necessarily have to take less money for your property just because it's listed in winter.

Month	Average UK house price	Monthly change
December 2024	£265,074	- 0.1%
January 2025	£266,284	+ 0.5%
February 2025	£266,971	+ 0.3%
March 2025	£270,544	+ 1.3%
April 2025	£263,509	- 2.6%
May 2025	£265,437	+ 0.7%

Source: UK HPI

It's very important to point out that average price levels and other statistics from previous years DON'T necessarily indicate what might happen in the future. Every property and area is unique, and the property market is constantly evolving.

If you'd like to know the current market value of your home, please get in touch with us for a comprehensive market appraisal and valuation. We're the local experts.

The 'New Year Surge'

Online property searches often increase during late December and throughout January and February, resulting in a surge in enquiries and listings.

Moving isn't quite up there with losing weight or giving up bad habits as a New Year's resolution, but it's often in the top ten.

While nothing is guaranteed, this can be a big benefit of selling at this time of year.

Preparing your home for sale

Prepare your home properly by making it look as attractive as possible and pricing it accurately.

Working with an experienced, honest and enthusiastic estate agent, like us, will make a huge difference.

Sort basic maintenance

Problems such as damp and mould, condensation, and unpleasant smells are more likely to occur in winter.

Good ventilation and heating can help keep them at bay.

Fix any leaking gutters, downpipes or broken roof tiles.

Ensure your heating works properly.

Check that all your home's light fittings work.

Ensure your home security is up to scratch.

(Buyers tend to be more concerned about security in winter.)

Keep doors and windows clean inside and out.



Give your home winter kerb appeal

Ensure the main entrance to your home is clean and tidy.

Keep the garden neat if applicable.

Sweep up fallen leaves regularly.

Fix damage caused by winter storms ASAP.

Add a pop of colour with seasonal plants or shrubs.

Add some garden lighting to pathways or consider installing it in trees or shrubs for a more inviting atmosphere.

Dress to impress

Winter has a unique charm that can be used to your advantage.

Real fires and wood-burning stoves are on the wish list of many homebuyers. If you have these, use them as a great selling point in winter.

Boost indoor lighting too. Add some extra lamps or spotlights.

Colour-changing LED lights can add cheery highlights to any room.

Add a cosy, comfortable feel with extra cushions, throws, rugs and cosy blankets on beds.

Use fragranced candles, potpourri and reed diffusers to make your home smell wonderful in winter.



Selling in winter – the practicalities

Selling your home during the colder months can be a smart move – fewer competing properties and motivated buyers can make for a quicker sale. But there are a few practical things worth keeping in mind:

Allow a little extra time.

The property market often moves at a slower pace in winter. Mortgage lenders and surveyors may have reduced capacity, which could slightly extend timelines.

Get your team in place early.

If you're buying and selling, arrange to have your solicitor or conveyancer lined up as soon as possible. It's also worth having your mortgage in principle ready to go to avoid any hold-ups later.

Quicker completions are possible.

Interestingly, with fewer transactions happening, some conveyancers (AKA property solicitors) may have more availability. According to Rightmove, winter sales can sometimes progress faster as a result.

Keep your home bright and welcoming.

As mentioned earlier, the shorter days mean less natural light, so ensure your home feels warm and well-lit. Use soft lighting, open the curtains fully, and maintain a comfortable room temperature.

Stay flexible with viewings.

Bad weather and darker evenings can affect viewing schedules. Let us know your preferred times, and we'll ensure viewings are arranged when your home is shown in its best light (literally).

Don't worry about downtime.

If you prefer not to host viewings during certain periods, we can easily pause and restart them to accommodate your plans.

With the right preparation, selling in winter can be just as successful—and often quicker—than at any other time of year.



Winter viewing tips

Daytime viewings are generally more favourable than evening viewings in winter.

Be flexible. If you receive a last-minute request – but the weather is bright and sunny – seize the opportunity to showcase your home at its best.

Is everything spick and span? Do a quick check before viewers arrive.

Maximise the natural light available in winter by opening your curtains and blinds fully. Also, turn on some lights before buyers arrive.

Make sure every room is warm and cosy. This especially applies to bathrooms and loos – nobody likes a Baltic bathroom. Don't forget rooms you aren't using, like the spare bedroom.

Clear and salt paths and driveways if it's snowy or icy.

Be ready for the questions winter buyers ask

How old is the boiler? Have you had it serviced?

Is the loft insulated? Do you have cavity wall insulation?

Are all the windows and doors double-glazed?

If your home boasts any eco-friendly features, such as solar panels, battery storage, or a heat pump, be sure to highlight these features to draw buyers' attention.

When it's nippy outside, anything that suggests your home is energy-efficient and economical to run can be a significant benefit.

If you have supporting paperwork to show when boilers, new windows, etc., were installed and/or serviced, keep it handy; even better if they have a valid guarantee or warranty.

At this time of year, buyers' minds might be occupied with running costs, especially heating bills. Have some bills to show them, especially if your home is extremely energy-efficient and inexpensive to run.



Winter selling checklist

Here are some key points to consider.

- ☐ Are you motivated to sell at this time?
- ☐ Have you thought about the pros and cons of selling in winter?
- ☐ If you're ready to proceed, get valuations and marketing advice from estate agents. Try three agencies to get a broad view.
(Please think of us if you haven't already asked us for a valuation.)
- ☐ Are you buying another property? If so, how much are you looking to spend on your new home? Have you already found another property to buy?
- ☐ If you're buying another property, look at your mortgage options (if you need one) and get a mortgage offer in principle. This will help speed things up later.
- ☐ Obtain conveyancing quotes for both your sale and your new home purchase.
- ☐ Draw up a budget. Add up all the costs of selling (and buying) so you know what your move is going to cost you.
- ☐ Instruct an estate agent to sell your home. Take your time. Do what is right for you.
(Instruct an agent not just based on the highest valuation but on trust, rapport and their track record.)
- ☐ Get your home sale ready – tackle basic maintenance, presentation, etc.
- ☐ Think about your answers to the questions buyers might ask.
- ☐ Make a list of any dates when you'd rather not have viewings due to being unavailable.
- ☐ Your home is on the market. Prepare for viewings.



We're ready whenever you are

We hope this guide has reassured you that there's nothing to be worried about when putting your house or flat on the market in winter.

In fact, there are several positives.

So, if you're thinking of selling, may I suggest that your next step might be to talk to us? (If you haven't already.)

We're your local experts in helping people successfully move, regardless of the time of year.

We understand what it takes to value your home accurately, market it professionally, and find the perfect buyer at this time of year.

We've sold many homes in the winter months, and we can help sell yours, too.

But rest assured: If we don't think selling in winter is right for you, we will say so.

And if you decide that selling your home during the wintertime isn't for you, then that's not a problem either.

For an honest and expert market appraisal and a free valuation of your home, contact us today.

Selling the ethical way

We are proud members of the Ethical Agent Network (EAN).

A national group of independent agents who have been independently tested to ensure we meet strict standards of honesty, service, professionalism and community care.

To learn more about what we do and why we passed the EAN test, and are the only local agency in the network, please get in touch with us today.



The Ethical Agent Network Promise



The EAN is a different kind of estate agency network.

Agents can't just buy their way in.

We've passed a series of tests to be accepted as the only local agent who is EAN approved.

These included having an exceptional level of positive Google Reviews, giving back to our community, evidence of putting our clients first and committing to the EAN promises below.



We promise to always act in our clients' best interests.



We promise to always tell the truth – simple.



We promise to do the right thing even if it costs us time, money, or both.



We promise never to criticise our rival agents as it undermines our profession.



We promise to support the local community whenever and wherever possible.



We promise to respect and invest in our team's learning and development.

To learn more about the Ethical Agent Network, visit:

www.ethicalagentnetwork.co.uk