**Property October send plan**

**Subject line: Is autumn a good time to start selling?**

**Preview line: The benefits of selling your home with [AGENT NAME] this October**

Autumn is a popular time to move, despite spring traditionally being the busiest for sales. Between the end of the summer holidays and the festive season, house hunters are out in force to secure their dream home before the Christmas tree goes up.

**The benefits of selling in the autumn**

Autumn holds plenty of potential when it comes to home staging. It’s often sunny yet pleasantly cool and full of vibrant colours and crisp scents that you can reflect inside.

Think seasonal displays of cones and berries, warm woody fragrances, rich reds, burnt oranges, and deep brown furnishings that set the scene for cosy nights in. And if it’s cold and dark, why not light the wood burner and switch on some mood lighting for the ultimate inviting atmosphere?

**The autumn property market**

Generally speaking, the autumn market is less competitive, so when you do list your home, it’s more likely to stand out and attract attention. Buyers are also usually quite serious at this time of year because they're eager to move quickly, plus it's easier to book a removals company on the day you want when the market is less frenetic.

Book an in-person valuation with [AGENT NAME] and let’s discuss how we can best showcase your home’s unique features to suit the autumn season.

**Ready to sell your home this autumn? Contact us today for more information.**