

Now is the time to get market ready

Mario Fazio - February 2026

February is the best month to get your home ready for market. You are right in the middle of the winter season and most home improvement workers are looking for jobs and will be eager to start.

Inside small fixes, a coat of paint followed by a good deep cleaning could be all you need to be ready for sale. People often mistakenly begin in the spring but then have to wait for available workers. Other sellers will also be hiring in the rush to prepare, and some will be missing the spring market. Getting your house on the market asap, and certainly no later than after the school spring break, will give you the edge over the competition. The outside grooming of the grounds can wait for the weather to catch up, and as long as it is tidy and organized it will show well.

Buyers starting the hunt for a new home should first prepare by getting pre-approved by a mortgage lender, positioning themselves to be ready to buy. The homes that come on the market during this time of year sometimes have the best value, quantity and variety to choose from. Sellers during this time of year are typically more committed to selling quickly, and usually price competitively. This gives you an opportunity to buy on your timeline, and with the proper help you could find that perfect fit.

If you are selling to upgrade, the prices are very stable currently. Many people are waiting on the sidelines, for whatever reason, and will cause price increases when they all enter the market at the same time.

For the sellers unable to sell in this past year, it is time to rethink your selling strategy and look for different more experienced professional help. Mortgage rates have bottomed out and all the economic gurus are predicting a stable economy for Sarnia-Lambton, which is our historical pattern of little change.