

Want your home to sell for top dollar? Here's the best time to list in N.J.

Posted May 1, 11:45 AM

By [Joseph Atmonavage | NJ Advance Media for NJ.com](#)

There isn't an exact science to know when to list your home in order to sell it in a timely and valuable manner, but research says the best time to put your home on the market in the New York region is on a Saturday in the second half of May.

According to annual Zillow research, when a homeowner lists their home in the back half of May, the home sells on average for \$3,100 more than other times in the New York metro area, which bleeds into parts of New Jersey.

In the Philadelphia metro region, which includes parts of South Jersey, the peak time to put a home on the market may already have passed. In the second half of April, homes sell on average for \$2,400 more than usual.

But not all real estate agents abide to Zillow's research, as they try to zig while everyone else zags in order to sell their client's home.

Michelle Pais, the broker for NJ Signature Realty, said because the market is typically flooded with homes as soon as the weather warms, she advises her clients to beat everyone to the madness by listing their home before the spring market ratchets up.

As the inventory on the market rises, the demand lessens, she said.

"We have a small window," Pais said. ... "The warmer we get, the more homes pop on the market."

Joshua Baris, a North Jersey real estate agent, said it is hard to zero in on an optimal time as each property differs on a variety of factors, including price point and location. But for the luxury market, he has had the most success listing homes in the fall, primarily because there is less inventory and buyers looking during the offseason are often more serious.

However, since he is ultimately serving a client, Baris said, "The right time to list is whenever the seller is ready."

And if the seller wants their home to get even more exposure, Zillow also takes an even more granular approach to the art of listing. Based on their data, Zillow was able to nail down the exact day those looking to sell should place their homes on the market. Nationally, homes listed on a Saturday on Zillow get the largest number of views within the first week, more than 20 percent higher than a home that was listed on a Tuesday.

Baris added that after an “extremely slow” last six months for the New Jersey market, he is seeing an interest from buyers and sellers that is positive heading into the spring real estate season.

“It is a great time to list,” he said. “We are seeing a tremendous amount of activity right now in the market.”

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