

FIELD RESOURCE

# Brisbane Seasonal Selling Calendar

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*Month-by-month for Brisbane inner east vendors*

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Brisbane has a clear seasonal rhythm but it is not the rhythm most vendors expect. Spring is reliably busy. Autumn often outperforms its reputation. Winter is misunderstood and routinely produces strong results because supply thins out. December slows hard once school finishes, and January is a reset month rather than a selling month. Inside that broad pattern, the right launch week depends on your property, your competition, and the calendar around Easter and school holidays. This guide walks through each month with a practical verdict for vendors planning the next six to eight weeks.

## How Brisbane buyers move through the year

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The inner east buyer pool is mostly owner occupiers, family upgraders, and downsizers. Their decisions follow life events more than market timing, but their attention follows the calendar. Buyers re-engage in late January, hit full activity through February to early April, hold steady through autumn, soften slightly in late June and July, and then surge again from late August through October. December is short. January is slow until school goes back.

- Most owner occupier buyers want to be settled before the next school year or before Christmas, which shapes when they look.

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- Investors are a smaller share of the inner east pool but pay closer attention to interest rate cycles than school terms.

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- Out of state buyers (Sydney and Melbourne) are most active in the warmer months, particularly September to November and February to April.

## The 6 to 8 week planning window

A standard inner east campaign is four weeks of marketing plus a one to two week lead-in for photography, copy, and signboards. Add another one to two weeks for pre-market preparation, styling, and any minor works. That puts the planning window at six to eight weeks before launch. Working backwards from the launch date is the cleanest way to plan.

- Decide your method (auction, private treaty, or expressions of interest) at the start of the planning window, not the week of launch.
- Photography is best booked two to three weeks before launch so the images are not stale by week three of the campaign.
- If you want to launch the first weekend of February, the planning conversation needs to happen in mid December.
- If you want to launch the first weekend of September, the planning conversation needs to happen in mid July.

## January

The reset month. The first two weeks are very quiet. Buyers come back online from around Australia Day. Launching before late January is rarely worth it.

- Buyer pool: thin until the third week, then ramps quickly.
- Presentation: gardens are usually green from summer rain, but heat and storms can mean lawns need maintenance close to inspection.
- Competing supply: low in early January, building from week three.
- Verdict: not great for launching. Good time to plan, prepare, and book photography for an early February launch.

## February

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One of the strongest months of the year. School is back, buyers are focused, and the supply pipeline is still warming up so well prepared properties stand out.

- Buyer pool: deep across owner occupier and upgrader segments.
- Presentation: still humid, occasional storms, but gardens look full and lawns are healthy.
- Competing supply: moderate. The real wave of new listings hits in March.
- Verdict: good time to launch, particularly the second and third weekends.

## March

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Peak autumn campaign month. Weather softens, light is excellent for photography, and buyer urgency is high before the Easter break.

- Buyer pool: very strong. Family upgraders are particularly active.
- Presentation: ideal. Cooler mornings, golden afternoon light, lawns still green.
- Competing supply: high. Many vendors target March, so differentiation matters.
- Verdict: good time to launch in the first three weekends. Avoid launching the week before Easter.

## April

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A split month. The first half is shaped by Easter and the autumn school holidays. Activity resumes from the third week and stays strong to month end.

- Buyer pool: paused around Easter, then re-engaged from mid month.
- Presentation: excellent. Mild days, low humidity, clear skies.
- Competing supply: lighter than March, which suits a late April launch.
- Verdict: good time to launch from the third weekend onwards. Not great in the week containing Easter.

## May

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Often underrated. Mild weather, low rainfall, and a focused buyer pool that wants to settle before the end of financial year or mid year school break.

- Buyer pool: steady, with strong owner occupier interest.

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- Presentation: peak autumn light. Inner east homes photograph beautifully in May.

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- Competing supply: moderate, generally easier than March.

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- Verdict: good time to launch across the whole month.

## June

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A solid month for the first three weeks, then a clear slowdown into the winter school holidays from late June. End of financial year creates additional motivation for some buyers.

- Buyer pool: strong early, thinner from the last week.

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- Presentation: cool and dry. Gardens can look stripped back, so consider mulching and a planting refresh before photography.

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- Competing supply: thinning, which favours well prepared vendors.

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- Verdict: good time to launch in the first three weekends. Not great to launch in the final week before school holidays.

## July

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The first two weeks are quiet because of school holidays. Activity picks up sharply from the third week. Winter is misunderstood: typically lighter on supply, with serious buyers still active.

- Buyer pool: smaller in number but higher in intent. Tyre kickers are not house hunting in July.

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- Presentation: bright winter days suit Brisbane homes. Open up north facing rooms in photography.

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- Competing supply: low. This is a real advantage for vendors prepared to launch.

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- Verdict: good time to launch from the third weekend onwards.

## August

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A quietly strong month. Days are warming, gardens are recovering, and buyers are positioning ahead of the spring rush. The Ekka public holiday in Brisbane is a single Wednesday and has limited effect on weekend campaigns.

- Buyer pool: building rapidly. Many spring buyers begin their search in August.

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- Presentation: improving week by week. Book photography mid month for the best gardens.

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- Competing supply: moderate. The full spring wave hits in September.

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- Verdict: good time to launch across the month, particularly the last two weekends.

## September

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The traditional spring start. Strong buyer activity and strong vendor activity. Standing out matters because supply is high.

- Buyer pool: deep across all segments including out of state buyers.

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- Presentation: warm days, jacarandas approaching, gardens looking their best.

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- Competing supply: high. Many auction campaigns kick off in September.

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- Verdict: good time to launch in the first three weekends. The spring school holidays in late September can soften the final week.

## October

Usually the busiest month of the year for both buyers and listings. Auction campaigns peak. Weather is excellent for inspections and photography.

- Buyer pool: very strong. Owner occupiers want to settle before Christmas.
- Presentation: warm but not yet hot. Late afternoon inspections work particularly well.
- Competing supply: highest of the year. Differentiation through preparation pays off.
- Verdict: good time to launch. Consider launching the second weekend rather than the first to avoid the heaviest competition.

## November

Strong through the first three weeks, then a clear taper as buyers shift focus toward Christmas. Late November launches risk running into the December slowdown.

- Buyer pool: still strong early, thinning sharply from the third week.
- Presentation: hot and humid by late month. Schedule inspections earlier in the day or in late afternoon.
- Competing supply: high but starting to ease.
- Verdict: good time to launch in the first two weekends. Not great to launch a four week campaign that ends after mid December.

## December

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Two distinct halves. The first half can still produce results, particularly for properties already on market. The second half is the slowest stretch of the year. Most experienced vendors wait until February rather than launching cold in December.

- Buyer pool: focused early in the month, then preoccupied with travel and Christmas.

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- Presentation: heat and storms. Lawns need consistent maintenance to look good in inspection photos.

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- Competing supply: tapering off, but most genuine buyers have already paused.

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- Verdict: not great to launch a new campaign. Good time to plan a February launch with photography booked for late January.

## How Easter, school holidays, and public holidays affect campaigns

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Open homes during these periods see lower attendance, particularly the first weekend of school holidays and the Easter long weekend itself. Most vendors plan around them rather than through them.

- In 2026, Easter falls on 3 to 6 April, sitting at the start of the autumn school holidays from 3 April to 19 April.

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- Queensland school holidays in 2026 are 3 to 19 April, 27 June to 12 July, 19 September to 5 October, and 12 December to 26 January 2027.

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- The Brisbane Ekka public holiday in 2026 is Wednesday 12 August. It rarely affects weekend opens but can affect midweek inspections.

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- Labour Day (4 May 2026) and the King's Birthday (5 October 2026) fall on Mondays. Long weekend opens are usually fine on the Saturday but quieter on the Monday itself.

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- ANZAC Day in 2026 falls on a Saturday. Open homes can still proceed but expect lower attendance, particularly in the morning.

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- Holding the first open home of a campaign on a long weekend is generally avoided. Buyers are out of town or with family. The launch weekend matters because it sets the early data on buyer interest.

## Putting it together

There is no perfect month. The right launch date is the one that lines up your property at its best, your buyer pool at its deepest, and the calendar without obvious obstacles. For most inner east vendors, that lands in February to early April or late August to early November. Outside those windows, good preparation and clear pricing matter more than the month on the cover.

- Pick the launch weekend first, then count back six to eight weeks to plan the work.
- Avoid launching into Easter, the first weekend of any school holiday block, or the last two weeks of December.
- Winter is a real option, not a fallback. Lower supply often produces stronger results than expected.
- If your campaign timing is fixed by other factors (settlement on a purchase, family timing), preparation and pricing carry more weight than the month.

*Seasonality is a guide, not a rule. The vendors who do well in Brisbane's inner east are the ones who plan calmly, prepare thoroughly, and pick a launch date that suits their property rather than chasing the calendar.*

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