

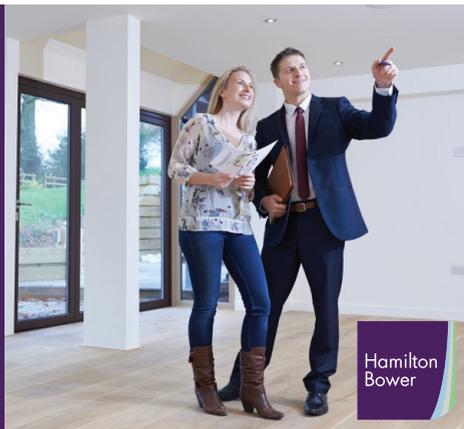


Hamilton  
Bower

The ultimate guide to  
presenting your house for sale

# The Ultimate Guide to Presenting your Property for Sale

The most important thing to remember when 'staging' your home for sale is that it's not just about the bricks and mortar. What you are actually selling is a lifestyle – a lifestyle that your prospective buyers can't resist. Bear this in mind and take a look at your home with a fresh pair of eyes. There is much you can do at relatively little cost to make your home irresistible and do a lot to increase the price you can market it at.



## First Impressions Really Do Count

Consider the 'kerb appeal' of your property. What is someone going to think when they arrive at your front door – will it encourage them to enter? Here's some sure-fire ways to make your home inviting:

**Keep it clean** – Clean everything – driveways, paths, doorsteps, as well as window frames and sills, doors, garage doors and windows. If your front door's looking tired, give it a lick of paint.

**Plant life** - Add appeal to your front door by adding plant pots – apart from being pretty and cheery, it sends the message that your home is cared for and something to be proud of.

**Hide the unattractive** – Wheelie bins, recycling boxes and bags, kid's bikes – anything that makes the front look cluttered squirrel away somewhere.



## A Warm Welcome

It doesn't matter how big or small your property is, there are general rules to follow to make it a must-have for the prospective buyer. Remember, you are showing them the best bits of your lifestyle. Your property must fit at least some of their criteria, so give them the wow-factor from the off. Consider the following:

**De-clutter** – clutter builds up over time. Get rid of all of it – box it up and put it in storage or ask your friends to store it. Be strict about it – the difference a de-cluttering makes to the feel of spaciousness in a room can be amazing. You'll wonder why you never did it before! However, whatever you do don't de-personalise your home – your things will be an inspiration and add to the lifestyle appeal – make it too much like a generic hotel room and that lustre will be lost.

**Paintwork** – grubby paintwork can age a room and make it look unkempt. Have a good look round and put a lick of paint on. Neutral tones are great because they allow the buyer to imagine they can move straight in and gives them the space to imagine how they would put their taste stamp on it.

**Light and warmth** – If it's a cold day or evening, put the fire on for a warm welcome. Make sure all the rooms are well lit and mood lit.

**Smells** – Fresh flowers, fruit bowls, freshly laundered bed linen – and of course the freshly brewed coffee or the rather impractical freshly baked bread! – Things like this that are fresh and will scent your home beautifully, as well as

adding to the lifestyle appeal. When it comes to bad smells, don't just mask but attack the source. Make sure your house is well aired. Consider having carpets and upholstery professionally cleaned. Clean all the bins and get rid of pet food bowls and especially litter trays.

**Spit Spot** – Time for a spot of cleaning – but real deep cleaning. Everything in your home needs to be sparklingly clean and it's really worth doing and can add value. Make sure all the grouting is clean as well as the paintwork, all windows (inside and out). Bathrooms and kitchens need to be completely clean, and all rooms need to be dust free.

**Running repairs** – It's well worth doing those odd jobs that have been on your mind for a while. Make sure all light bulbs are working, cupboard handles, door handles, squeaky or sticking doors, holes in walls and chipped skirting. All these things bring your house up to date and add to the overall impression of value.

**Hub of the house** – The kitchen is one of the most important spaces when it comes to selling your house. Make the most of yours by de-cluttering the countertops and ensuring it is completely spotless and in good order. If it's starting to look dated you'd be surprised what a shiny new tap can do to cheer it up. The kitchen needs to be personalised yet clutter free. Make sure it is well aired and bins empty.



The kitchen is the hub of the house and one of the most important spaces

## How Does Your Garden Grow?

It's well worth spending some time on your garden/back yard. The same principles for the inside of your property apply:

**De-clutter** – toys, games, broken garden equipment, all those chipped terracotta pots skulking by the back door, that plant that no one knew the name of even when it was still alive. It's time to snaffle all that stuff away – take it to storage, recycling or the tip, but clear it out – Your prospective buyer needs to see an outside space they want to spend time in.

**Spit Spot** – Trim hedges, paint fences, repair chipped flagstones, mow lawns, do some weeding, buy some pretty annuals to make your back door as attractive as the front. Make sure your back door is clean and tidy. Room for a patio table and chairs? If you are selling your home in the spring/summer, it will be worth the investment.

## A welcome guest

Try to be as flexible as you can be when arranging a time a prospective buyer can visit. Accommodate them as much as you can.

**Make them welcome** – highlight all the best bits about your home and its location – you want them to be comfortable in your home.

## The process of selling

Selling your property is always easier if you are prepared. As well as preparing the physical space, make sure you are prepared. Make sure your finances are in place and consider what's the lowest offer you would accept – it might be worth taking a less than asking price offer if they are a cash buyer or not part of a chain if you want to move quickly. Arrange for a conveyancer to work on your behalf and arrange for your EPC. All these things will mean that you are all set to go, making you an attractive prospect to your buyer.

**At Hamilton Bower we can help and advise on all these matters, so you always know you have an expert on hand when needed.**



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