



Top Tips For Selling (Summary)

1. Kerb appeal

Yes we know you've heard it said many times before, well it's so important that we are going to mention it again here.

It's been said that you can only make one "**first impression**" and research shows that people generally form this impression in the first 30 seconds. So for this reason we urge you to go back through the top 10 tips for adding kerb appeal now...failure to pay attention to this very important area could seriously cost you in the long term.

2. Clean

Be under no illusion your home must shine!

We are not advocating that you live in a show house but your house must be cleaned and maintained to a good standard. This might seem obvious but an unclean property can attract offers, which are thousands of pounds less than a similar property, which has been thoroughly cleaned.

3. Fix those little problems

If you have got a cracked tile or a dripping tap then now is the time to get them fixed. These may appear rather minor problems to yourself however in the mind of the buyer these could well appear to be signs of a much bigger problem. So take the time now and have a good look around your property and identify and eliminate as many of these little problems as you can.

4. Eliminate clutter

I know it's not clutter is stuff that may well come in handy one day; really?

Lets face it if you haven't used it in the last 6 months then the chances are you won't use it again.

The bottom line is that clutter doesn't sell houses; it makes the property appear smaller than it actually is and gives the impression of serious disorganization.

5. Neutral is they key

The bottom line is that neutral colours sell that's all there is to it.

You need to try to convey an image of quality and neutrality. Remember that prospective purchasers walking through your home want to be able to see themselves as living there. In simple terms this means that if you use styles or colours that they would never select, then the chances are they will find this a major turn off. So the order of the day is **NEUTRAL** throughout.

6. De-personalize

In simple terms this means removing items that your potential buyers may well struggle to identify with. This could for example be some form of political item, which a potential buyer may well, struggle to relate to. Always, always remember that purchasing a home is very much an emotional decision. During the viewing process you want the prospective purchaser to establish an emotional connection with your property and be able to see themselves living there.

7. Pets

Again one we have mentioned before but because it's so important we are going to mention it again.

Remember just because you consider your pet to be a key part of your family does not mean that your prospective purchaser views pets in the same light. They may well have a total dislike for pets, you simply don't know.

At the very least you must ensure that your pets are under control and if at all possible confined to a specific area. Once again this comes back to point number 2 and cleaning...you simply MUST ensure that there are no lingering pet odours in the furniture or flooring. If there are then it goes without saying that you must get them sorted.

8. Define the area

You need to make it crystal clear to your prospective purchaser what each room is used for. Remember you want them to start imagining where their furniture will go. If they can see how their dining room table will fit or how the lounge is simply made for their leather sofa then you could be one step closer to achieving a sale.

9. Lighting

Adequate lighting is essential. In the mind of your prospective purchaser a dimly lit room could well be hiding something. So check your lighting and above all make sure that all your bulbs work. Once again if you can't be bothered to replace a bulb what else can't you be bothered to fix. Put yourself in the buyer's shoes, can you see how something as simple as a broken bulb could cause a negative thought process?

10. Add the right accessories

Utilising the right accessories can significantly improve a room. A carefully placed mirror can appear to add both light and space to a room. Flowers and plants can brighten a room and add a particularly pleasant fragrance. In the kitchen a freshly brewed pot of coffee or some freshly baked bread can create a homely feeling.