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Advanced Property Intelligence



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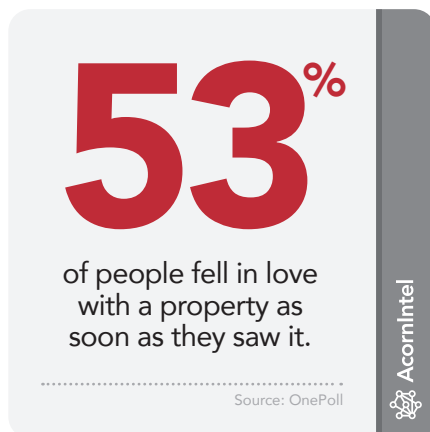
Getting ready to sell

How to maximise the saleability of your property, and get the best price.

Setting the right price for your property will get viewers through your door – but the better the condition of your home, the more likely it is to attract offers and sell quickly. In a slower market, and when there is a lot of competition, a property in poor condition may very well mean that it will not sell at the price you'd like to achieve.

Take a good look at the front of your property; first impressions can make all the difference. The best view is from across the road – how does it compare with other nearby properties? Making sure your home has 'kerb appeal' will increase your chances of achieving a quick sale. Consider repainting window sills and the entrance door. Hide dustbins and keep pathways clear. If you do have a garden at the front, always keep the grass cut.

Try to keep the house organised and uncluttered – this may seem obvious but 55% of potential buyers said an untidy house was off-putting.



Give the walls and ceilings a fresh coat of paint prior to selling. It is still advisable to opt for neutral colours to appeal to as wide an audience as possible. Neutral does not have to be dull. Clean lines will also help to create a coherent use of space and will help to make a room feel more expansive.

Colour is not completely taboo – a 'feature wall' can brighten up a simply dressed room by contrasting one single colour wall with the rest of the room in a complementary way. Fresh, bright flowers or cheerful prints or photographs are also easy ways to add a splash of colour.

Let there be light!

Open curtains and blinds to their maximum or in some cases take the curtains down altogether and clean the windows. This will let a lot more light in and make it feel more airy and spacious. Also consider replacing lights with higher wattage bulbs.

Ensure the property smells pleasant and any smoke, pet or other odours are eliminated. If the weather permits, also give the house a good airing. Pets can be a distraction for buyers. Take them out before viewings.

Remove clutter and personal items to make the rooms look bigger. Make use of the loft; don't cram it all in to a spare bedroom. Storing away winter clothes when the weather changes can help to rid a bedroom of an overflowing wardrobe, not only making it easier to get dressed in the morning, but restoring the tidy lines.

Kitchens are a key focal selling point. Make sure the surfaces are clean and clutter free. Changing the cupboard handles and door fronts can give your kitchen a complete makeover at a fraction of the price. Once again be aware of odours - consider a pleasant air freshener, or brewing some fresh coffee.

The garden is a major selling feature so it is definitely worth getting it organised, clean and presentable. Colourful flowers and trimmed hedges can create a feeling of greater space. Mow the lawn and rake the leaves. Hire a jet washer to clean the patio. Clear any rubbish or garden equipment away.

Finally, try to think like a buyer – be critical. Walk around your house and try to identify anything that would discourage buying it.

Buying property is often an emotional decision, but when selling property you need to remove emotion from your thinking process. When we talk to you about buying property we will refer to your purchase as a 'home'. Yet if you are selling property, we will often refer to it as a 'house'. ■



The bottom line: Try to think of your house as a marketable commodity. The idea is to get others to see it as their potential home. Perhaps give it a coat of neutral paint, and take a bit of time to consider what someone entering it for the first might think. We can offer more bespoke suggestions on our appraisal.