



Guide to Selling Your Property

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STAGE YOUR HOME

Know your target market and present your home to appeal to them. A minimalist look featuring certain lifestyle pieces, particularly paintings and soft furnishing hold universal appeal and will help prospective purchasers envisage themselves living in the property. Renting a short term storage space could enable you to achieve this look and a multiple of the cost should be recouped in the sale.



DEFINE EACH ROOM

Make sure each room has a defined purpose, which will open purchasers up to the property's full potential. An obsolete dining room, with the addition of a sofa bed can be presented as a guest bedroom and/or TV room. Alcoves can be used as compact studies.



DECORATE

Painting and cleaning is an effective way of ensuring purchasers linger in the property and go away with a positive impression. Clever colour schemes can brighten dark spaces and warm up cold areas.



CURB APPEAL

Curb appeal is a very American term, but applies the world over. First impressions do count and simple things like making sure the grass is cut and the hedges are trimmed will make purchasers feel welcome. To make a real difference painting the front door and window sills will really enhance the property.



SHOWCASE YOUR GARDEN

Gardens are a real selling point; they are fun recreational spaces that don't follow the same constraints as the more functional rooms in a house. Small courtyards can easily be enhanced by a power hose, some potted plants and a splash of colour. Larger gardens are an easier sell, just ensure the grass is cut, the hedges are trimmed back and any paths are clear of moss and weeds.



FOCUS ON THE KITCHEN

Done right kitchens photograph really well. Their importance can't be understated and are the focus of much scrutiny from purchasers. Changing the doors is a cost effective way to transform a dated kitchen. Clear counter tops to a large degree, leaving space for attractive appliances, such as stylish coffee machines and snazzy toasters. These items help sell a lifestyle.



DEEP CLEAN ALL BATHROOMS

Unless a bathroom is exceptional, chances are it won't photograph well. Generally these spaces are too small and a camera won't do them justice. However don't ignore them; a dirty bathroom can turn purchasers off. Consider steam cleaning all the tiled areas and invest in a colourful shower curtain.



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