

A guide to presenting your property for sale





Preparing your home for viewers is a crucial part of the selling process. With careful planning and a bit of effort it can help to not only ensure your property is sold faster, but also potentially add thousands of pounds to its value.

Essentially you will need to show your home at its best in order to 'sell the dream'. It's been proven that most people will buy on emotion rather than logic so if you stage the property in a way that they can visualise living there then the chances of an offer will increase dramatically.

Here at Northwood, we are experts in helping our clients to identify the key selling features that will create the maximum appeal to buyers. This guide, alongside our property-specific advice has been designed to help you achieve the best possible outcome.



Pass the 'drive by' test

Prospective buyers will often drive past before deciding whether to view so it's vital to ensure the first impression leaves them wanting to see more.

Freshly paint gates, fences, the garage door and the front door

Jet wash the path and driveway to remove dirt and moss

Ensure windows and glass doors are gleaming, inside and out

Keep wheelie bins out of sight

Clear the drains and gutters

Cut the grass, weed the flowerbeds and trim the hedges

Re-point the brickwork if necessary



De-clutter and de-personalise

People often want to move because they have outgrown their current house and are looking for somewhere that will give them more room. Make sure your home doesn't disappoint.

Be ruthless – apply the keep, pack or dispose principle when sorting through belongings

View de-cluttering as the first step in packing

Put away some of your ornaments to create space

Leave some personality – it's not a hotel

Show people the attractive side of the lifestyle that goes with the property



Attack the 'to do' list

People will always notice the details so make sure that they only remember the positive ones rather than the 'to do' list that they would inherit.

Ensure that the doorbell works

Fix any doors that stick

Mend any damaged wallpaper or tiles

Fill and repaint over cracks

Replace mouldy grouting

Fix dripping taps and loose wires

Remove grease, limescale and mildew around fittings and mirrors

Ensure cabinet doors align and that drawers glide smoothly

Treat any obvious patches of damp or watermarks and repaint over them



Refresh the look

There are a multitude of simple and inexpensive ways to update the interior design without spending a fortune.

Give the walls a fresh lick of paint – particularly any scuff marks

If the kitchen is looking dated, paint it in a light, neutral colour

Old internal doors can be repainted or their handles replaced to modernise them

Wood cladding and vintage tiling can be toned down with white furniture paint

Consider changing very bold wallpaper or wall colours for lighter, more subtle tones

Freshly painted white radiators, sills, ceilings and skirting will finish a room

Contemplate replacing worn or garish carpets in key rooms



Show the options

Make sure the function of each room is clearly defined, particularly if rooms are not being used for their original purpose.

If your smallest bedroom is used as an office or for storage, place a single bed in the room

Put a table and chairs in the second reception room to highlight its potential as a dining room

Rearrange furniture to create an impression of space and practicality

Very large items or those that don't fit with the room's defined function should be taken out

Get a friend to do a practice walk through and note their observations in each room





Create a homely feel

Try to stick to a chosen colour scheme within each room

Avoid clashing colours between rooms which can affect the 'flow' of the house

Striking light fittings and lamp shades can create an appealing focal point

Frame the windows with curtains or blinds - naked windows can make a room feel bare

Use garden furniture to create the feeling of an external 'room'





The smell of success

Bad smells are one of the biggest turn offs for prospective buyers. Don't just cover them up, fix the source of the smell.

Be aware that pet smells can often be off-putting for buyers

A small bowl of distilled white vinegar left in a room can reduce the smell of smoke

Avoid over-use of air fresheners – they can often be overpowering

Use spray polish to give your home that 'cared for' appeal





Light it up

Consider the 'mood' you want to create in each room & light it accordingly.

Table lamps can help to illuminate dark corners

Replace any lightbulbs that aren't working

Mirrors amplify light and brighten dark, compact rooms

Keep windows clear to maximise natural light

Lighter coloured walls will brighten a room and create a greater sense of space





The last minute tidy

Don't let all of the good work already done go to waste by missing the details just before a viewing.

It's ok to cheat and sweep day to day clutter into a box temporarily

Make sure all of the beds are made

Straighten any towels on display

Remove items hanging on doors

Clear the hallway of shoes and coats

Clear the kitchen and bathroom surfaces

Do the washing up and empty the bins

Clean the toilet and put the lid down

If you have a dog, take it out of the house during a viewing

Ensure pet litter trays, food, bowls etc. are tidied away

Open all internal doors to avoid dark passages and turn on the lights



Get the temperature right

In winter, turn on the heating in advance of viewings to create an air of cosiness.

Ensure viewers come into the house quickly to stop cold air rushing in.

Viewers will not want to stay for long if the property is chilly.

In summer, fresh air is important. Viewers will be put off if the rooms are stuffy.

Open the windows and doors to keep a flow of air circulating.





Trust the experts

If a member of the Northwood team is conducting the viewing then let them do what they do best by selling your home for you.

Having already discussed with you the best-selling features of the property, they can highlight them to viewers at the appropriate time for the greatest impact.

Tricks of the trade such as letting the viewer walk into the room first (it creates the feeling of more space) and knowing how to best answer difficult questions will make a real difference.

For more information on selling your property with Northwood drop in to see us or give us a call.

Viewing appointment calendar

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