



## Tips from Poised to Move Preparing Your Property for Sale

**You never get a second chance to make a first impression.**

Buyers make up their mind in the first 30 seconds whether they want to buy.

Follow these tips to help make your property stand out from the rest. And remember to make changes before you put the house on the market and before the Estate Agent takes the marketing photos.

The following are some general tips we hope will help you.

If you don't have the time to carry them out or don't really know where to start call us at Poised to Move and we'll talk through how we can help present your property to ensure it reaches it's maximum potential and sells at the right price.

### **1. Declutter**

Buyers will be looking for more space; they need to see that your property has plenty of room to store their own 'stuff'. Pack away anything that creates visual clutter – that's too many ornaments, the collection of fridge magnets, piles of toys and excess pieces of furniture. You're moving anyway so it makes sense to start packing things away now and create that much-desired feeling of space and calm.

### **2. De-Personalise**

Help a buyer to visualise themselves living in your home by removing any overly personal items such as family photos, children's drawings, holiday souvenirs and mementos. Family photos are fine in the bedroom but keep them to a tasteful minimum. If you have too many personal items on show a buyer will find it difficult to imagine their own possessions in your home.

### **3. Kerb Appeal**

It's a fact that many potential buyers will do a 'drive by' before deciding to arrange a viewing. Tidy the garden, repaint the front door if necessary, make sure that curtains are symmetrical and windowsills are free of clutter. Add some colourful plants in pots or hanging baskets by the front door. In other words, make your property as inviting and welcoming as possible.

### **4. Hallways and Entrances**

Once you've got them through the front door buyers need to instantly feel 'at home'. Help them literally 'see' themselves in your home by placing a mirror in the hallway; this will also help introduce additional light into what is usually the darkest part of the home. Remove all coats, shoes and sports bags from this area – a cluttered hallway can set a buyer into thinking that there isn't enough storage space in the property.



## **5. Complete any unfinished DIY jobs**

Any unfinished DIY jobs are a red flag to potential buyers as they send a subliminal message that your property could be 'maintenance heavy' and will alert them to look out for other outstanding jobs, which they could use against you to negotiate a lower price.

## **6. Clean, clean and clean again**

It can't be stressed enough that a sparkling home always creates a good impression and also that the property is well maintained. Clean all bathrooms and the kitchen until they gleam, clean the windows and make sure that the home smells fresh - dog and smoke odours are big turnoffs for buyers. To create a brighter atmosphere it helps to turn the lights on and have vases of fresh flowers in most rooms.

## **7. Define the space**

If you've got 3 bedrooms they must be presented as 3 bedrooms – not 2 bedrooms and a box room. And if you've got a lounge and a separate dining area they need to be presented as such (even to the extent of laying the table ready for dinner) and should not be seen as a lounge and a kids' playroom or ironing room. Buyers need to be shown the lifestyle they can lead if they were to move into your property.

## **8. Redecorate where necessary**

It can be a stretch of the imagination to spend time and money on a property that you're about to leave but a neutrally decorated, well-presented and inviting property has the potential to add thousands to your asking price. Remember, you're in danger of devaluing your property if you don't present it to its fullest potential.

## **9. Presentation**

If you really want to see your property through the eyes of someone else take photos of all areas of each room and then take a cold hard look at them, it will become obvious what needs to change. Today's buyers are attracted to clean, bright, clutter-free and spacious environments. Buy a few interiors magazines (Elle Décor, Ideal Home and Living etc are good ones to look at) as they give good examples of what people find attractive today. You'll also see how good accessorising can enhance the look and feel of a room.

## **10. Mentally move out**

This is perhaps the most important piece of advice we can give. You've decided to move so do all you can to help yourself achieve a quick and profitable sale. Remember, living in a property that is for sale is not the same as living in a home you've settled in so don't fret if the presentation of your property is not to your taste – it doesn't matter, you're moving out anyway! Present your home to its very best advantage and you can soon look forward to creating your own space again in your brand new home.

**Talk to the professionals for advice on presenting your property.**

**At Poised to Move all initial consultations are free.**

**Call us on: 07939 537270 or email: [info@poisedtomove.co.uk](mailto:info@poisedtomove.co.uk)**