

TOP TIPS FOR SELLING

FIRST IMPRESSIONS ARE EVERYTHING



Choose a modern day agent with the latest technology as well as local knowledge and experience. The agent of today works for you and to meet your expectations.

If like us, you love and own pets, then maybe take them for a walk prior to all viewings. Buyers rely on first impressions and want to view without the pressure of distraction.

Time allotted block viewings will save you time. Create a competitive market place with multiple viewings where possible. This will encourage offers and focus from interested parties.

90% of property searches start online with property portals. We advertise 24/7 on Rightmove and Homes of Choice. Quality photos, floorplans and a video tour is a must to attract the modern day buyer.

Quality digital photography will enhance the marketability of your home. Lighting and appearance as well as ambience and presentation can make all the difference.

Allow your experienced professional agent to conduct the viewing experience. This will help with negotiation and attracting the right price. Buyers are there to view, not to make friends.

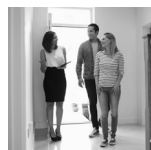
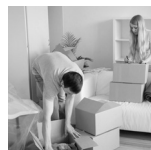
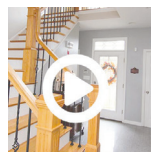
Before marketing please consider the agents recommendations. The agent will provide comparable evidence of current and similar properties in your location.

Where possible show every room in your property in its best state. Define all rooms. The pictures and floorplan will enable potential buyers to evaluate your property immediately.

Never accept the first offer or false promises. A property should be marketed for at least 4 weeks to achieve the highest offer from the person in the best position to match your needs and plans.

Buyers are attracted to outdoor areas and amenity spaces. Where possible, gardens, patio areas, garages, BBQ terrace, driveway, shrubbery and landscaping should be clearly identifiable and well maintained.

Online agents only...why?
Your local Agent of Distinction will provide a face to face service using the benefit of their local knowledge and experience.



We believe video tours in today's market are the best form of marketing. It shows your property in real time and ensures no time wasters, just interested and excited buyers.

Floor plans are crucial to enable potential buyers to appreciate the accommodation on offer. Analysis proves more people look at online properties that have a floor plan.

Kerb appeal. Many potential buyers drive past a property before viewing. Keep your gardens and driveway clear of weeds, rubbish, bins, leaves, toys, tools, pet droppings etc.

Declutter where possible. Remove excess furniture, toys, clothes, storage boxes, personal possessions, food, pet baskets, hobby items, outdoor objects or anything unsightly.

Seasonal trends are important considerations. Update your photos regularly. Snow, leaves, weather conditions, daylight, clarity of room pictures may create a negative effect on buyers.

Open day block viewings are a great way to attract buyers and thereby receive multiple offers from interested parties. Excited buyers will not want to miss out due to competition.

Sweet smell of success. Before viewings why not create a nice ambient experience for potential buyers. The unmistakable scent of coffee aromas and pleasant odours add to the experience.

Flexible viewings are imperative to enable more people to view your home. Due to work and family demands many buyers can only view at weekends or evenings.

Where possible depersonalise your property. Jewellery, laptops, money, photographs, items of value or personal interest should be stored away for security and from temptation.

Do not put a 'SOLD' board on your property too soon. You will lose many potential buyers and restrict your options. The property should remain marketed until after survey.

It is all about appearances!

Homes of Choice