



Guide

To Make A
Good Impression
When Selling
Your Home

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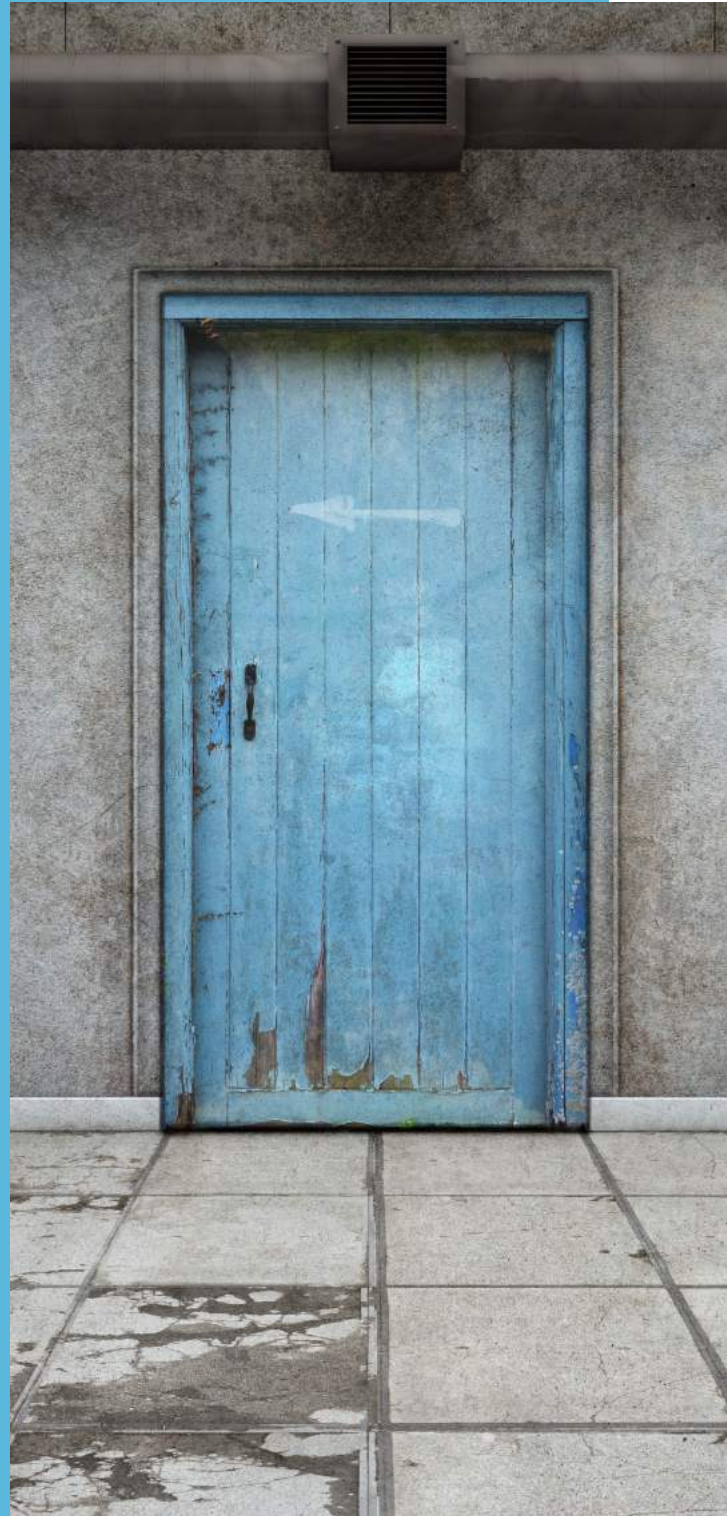
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The simple days of being able to bake biscuits to impress people viewing your home and hook them with a sense of nostalgia are behind us as in today's world people who are viewing a home have a much different lense through which they view your property. So if all the old rules are null and void, what should you be doing to wow your potential buyers?

HOME
SWEET
HOME

DON'T IGNORE THE EXTERIOR

Gardens are high up on priority lists at the moment with recent lockdowns illustrating to people how important they are, make sure whatever porch, lawn or other exterior area you have are neatly manicured, well decorated and as inviting as any other room in your home. Add colourful flowers to create a more inviting space, and spend some time feeding the lawn before viewers start coming by. People will judge your home within the first 8 seconds, and what they see in the first 8 seconds is the exterior!





DON'T IGNORE THE EXTERIOR

On top of manicured gardens and inviting exterior spaces, make sure that your perimeter is well established and boundaries like fences and walls are maintained, repainted or fixed. Make sure windows are washed and that exterior walls are cleaned and well painted.

Pick up any litter, rake up any leaves and trim hedges so that from the minute a potential buyer arrives, they feel good about the property and that they won't be buying someone else's mess.

CREATE A HOME OFFICE

Even if you don't personally work from home, chances are someone along the viewing way will. Its important to stage your home to show potential buyers how they could use it, not how you are using it.

Even if your space is open plan and a viewer could easily put a desk in anywhere, stage one so that potential buyers can imagine themselves in your space!

Another great tip is finding a way to illustrate the quality of connectivity which will be important for working from home. Consider having music videos playing silently on a television so that people sub consciously recognise the internet capabilities.

The key takeaway here is illustrating that your home can be used as a functional and productive workspace.





DECOR

When potential buyers come to view your home, they imagine themselves living in your space. Even though they understand your decor will not be there if they live there, it doesn't make them aspire to want to live there if your decor is outdated or an extremely specific, unusual or eccentric taste.

Go for neutral colours, crisp white walls, clean and uncluttered counter tops.

If your property is open plan, then use your furniture to create different areas like dining spaces, lounging spaces, kids play areas etc to again, illustrate how the space can be used.

The key takeaway here is create a clean, bright space so that people can imagine themselves and their furniture in your space.



LITTLE TOUCHES

Consider the time of year, if its winter, put out a few extra throws, blankets, pillows to create a warm and cozy environment. If its summer, consider fresh flowers, wide-open windows or doors so that people are nice and cool when they enter. Always make sure your home smells nice, so that you tap into all of their senses. If you have a particularly good view, make sure those blinds or curtains are already open, or that there is a seating area facing that way!

NO KIDS & NO PETS

People feel that they are intruding in your personal space if your child is perhaps crying or watching a show in a certain room. You want people to dwell in your space at their leisure for as long as they need to imagine themselves and get a good feel for the space. Similarly with pets, some people might be allergic or even afraid of animals and would put them in an uncomfortable situation.





LIGHT & BRIGHT

Ensure all the light fixtures in your home work, lights don't flicker and that all bulbs are functional as well. Allow people to see your home in the best light and turn on any lights that they want to.

Similarly, make sure that all your windows and window trimmings are clean and can open to allow as much natural light as possible.

REPAIRS

If there are any repairs that need to happen in your home, make sure you do them before putting your house on the market. This can be as simple as repainting or as big as an unfinished bathroom. You want people to see your home in the best possible condition.

It might seem counter intuitive to spend money on your home before selling it but it is imperative to create as few issues as possible for potential buyers to achieve your asking price and give them less leverage to negotiate.





DE-CLUTTER

De clutter and remove any eyesores. Nobody wants to see your hobbies or filing strewn across the space. Especially big items like golf clubs should be packed away to allow ease of movement, but also to not raise concerns about cupboard and storage space in the home.

With that being said, also don't shove everything into cupboards because viewers will most likely want to open cupboards as well!

Its the perfect opportunity to declutter for your move as well!

SQUEAKY CLEAN

Make sure spaces, especially the kitchen and bathroom are thoroughly cleaned! Ovens should be sparkling like new and toilets and bathtubs bleached! Nothing puts off potential buyers like dirt and germs!



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