

Presentation

First impressions really do count - it is estimated that over 50% of properties are sold even before the prospective buyer steps through the front door! Make an instant, positive impression - it will go a long way towards achieving a successful sale.

Outside appeal

- Remove bikes, tools and any clutter and replace with a few well-positioned flowering potted plants to create a welcoming appearance.
- Keep lawns mowed, paths edged, hedges trimmed and gardens weeded.
- Clean windows and cladding, screens, steps and doors - it will make an enormous difference.
- Paint or wash fences and gates.
- Ensure your pets are secured so that they won't pose a threat or annoy visitors.

Positive first impressions

- Your front door and entranceway can be powerful first impression areas - a newly decorated front door with attractive topiary shrubs either side can be effective.
- The potential of a yet-to-be-renovated property can be shown by decorating the walls, ceiling and floor of the front entrance.
- Position an attractive plant or piece of art to add that final touch.

Appeal to the senses

- Spring clean to freshen the look and the air, turn on lights to compensate for any dark areas, and place freshly cut flowers through your property. Interesting knick knacks, books or artwork in feature areas around your property can encourage visitors to linger. Make sure the temperature inside is comfortable - even light a fire in winter.
- Use odour neutralisers to dispel cigarette or animal smells. The delicious aroma of brewing coffee or freshly baked bread will convey the impression that you enjoy your property.
- Bathrooms should be gleaming. Repair any broken tiles and reseal around the bath and basin if necessary. A dish of scented potpourri or soaps add a nice touch.
- Turn the radio or TV off, maybe in favour of a restful CD.
- Attend to any small maintenance jobs such as sticking doors or windows, dripping taps, squeaking hinges, loose door handles, blown light bulbs or faulty switches.

Create a feeling of spaciousness

- Ensure your kitchen is spotless; the working areas are uncluttered with tidy cupboards and pantry.

- Make sure wardrobes are tidy - they'll look larger. Mirrors in smaller rooms can convey the feeling of more space.

Lastly

Allow your buyers the time and relaxed atmosphere to become emotionally involved in your property by leaving the premises during inspections. Your consultant will maintain security at all times.