



## ■ ■ ■ ■ Preparing your property prior to commencing marketing

### Simple ways of creating the best first impression

They say you never get a second chance at a first impression. The best chance you have of selling your home for the best possible price is in the early weeks of it being on the market. So presentation is important. Remember, buyers perceptions are often similar when considering a purchase. Something as simple as a squeaky front door may be seen subconsciously as a sign of poor property maintenance. There are a few simple ways in which you can enhance the appearance and appeal of your property.

#### Inside

- Have your kitchen and bathrooms shining
- Maintain all sealants - shower, bath and kitchen bench
- Consider having carpets professionally cleaned
- Place fresh flowers in the living areas
- Open curtains and make the rooms as light and bright as possible
- Organise your linen cupboard and wardrobes so they look bigger
- Put toys away
- Play relaxing music
- Keep pets outside
- Reduce clutter to enhance the spaciousness of each room
- Change washers on dripping or tight taps

#### Outside

- Sweep driveways and paths
- Remove newspapers and magazines
- Put children's bikes and toys away
- Park extra cars away from the property
- Paint gutters and eaves if necessary
- Repair damaged fencing
- Make sure that the roof and gutters are clean and in good order
- Clean windows and repair any damaged fly screens
- Mow the lawn and trim the edges
- Fertilize and water the lawn
- Trim shrubs and add colour to the garden (with pots if necessary)
- Clean the garage if possible

Discuss issues such as repainting or replacing soft furnishings with us before making a commitment - we may be able to make suggestions that will save time and expense while still ensuring that the best result is achieved.

You may also consider, for the duration that your home is on the market, having professionals maintain your home and garden on a weekly basis. It could turn out to be money well spent at a time when you will be pre-occupied with planning your impending move.

Once we have been appointed as your agent, we will work closely with you to ensure that all aspects of your property are prepared for inspections, photography, marketing and ultimately for sale.

