




# THE ESSENTIAL SELLING GUIDE

A man in a dark suit and tie, holding a red folder, is smiling and talking to a man and a woman. The man is wearing a light blue shirt and dark trousers, and the woman is wearing a white and black striped dress. They are standing outdoors on a paved area with trees and a building in the background. The scene is brightly lit, suggesting a sunny day.

The essential  
guide on how to  
make your home  
more valuable and  
sell quickly

# HOW TO MAKE YOUR HOME MORE VALUABLE AND SELL QUICKLY

Preparing your home for viewers, or “staging” as it’s called, is important. It will not only ensure your property is sold faster but can potentially add thousands of pounds to its value.

Our essential short guide aims to provide you with advice on the key things we believe are the most important, when preparing your home for viewings. With over seventy years of experience in selling local homes, we feel that we have learnt a few things that could make a big difference when you eventually decide to sell your home.

With the help of this guide and implementing just a few of these ideas, we are sure that you will be able to improve the chances of a quick sale and achieve a higher sale price.

We understand that in a lot of cases achieving the best price is essential to make the move viable and we believe all our clients should achieve the very best price for their home. Our aim is to be there with you, every step of the way, to ensure a smooth, stress free moving experience. Please feel free to contact us at any time to discuss this guide further or to learn about how our selling services can also help to achieve a great price for your home.



# Declutter

but leave some personality





## **A FRESH LICK OF PAINT MAKES HUGE DIFFERENCE**

- Look to get rid of all the excess stuff that has accumulated in every nook and cranny. Perhaps put it in storage or give items to a local charity shop.
- Some people need to be able to envisage what the property would look like if they were living there. People often find this difficult, so make it easy for them to see all the fantastic living space you're offering them.
- It is important you don't make your home look like a generic hotel; always leave some personality. Apart from anything else it gives unimaginative buyers suggestions as to what they might do.
- Consider that people are often buying into a lifestyle as much as a property. Show them the attractive side of your lifestyle and what they are missing out on.
- Take a look at your furniture and consider removing any bulky items that make your rooms feel small. Consider replacing large items with smaller furniture.
- Open floor space creates spaciousness. So, keep rooms as clear as possible, paying special attention to decluttering spare bedrooms and box rooms.

**Clean, tidy and fix...**



# CLEAN, TIDY AND FIX...

- Make any minor repairs necessary – consider fixing holes in walls, broken doorknobs, cracked tiles, torn or threadbare carpets. Many buyers want to move in without making changes and some buyers will look for any excuse to make a lower offer.
- Try and clean everything until it sparkles. Get rid of timescale, clean and repair tile grout, wax wooden floors, get rid of all odors, hang up fresh towels. This will make the place more appealing and allow viewers to imagine living there.
- Outside – it is a good idea to tidy up the garden: cut bushes back, clean the patio and furniture of lichen and dirt, and cut the grass. While this doesn't add much value to your home it makes it more likely to sell as people visualize themselves using the garden.
- Be prepared for viewers to look everywhere! They will want to see inside built-in cupboards and storage spaces and to look at the boiler, heating controls etc. Make sure there is access to any loft space and outbuildings, especially if it's a second viewing.



# UPDATE THE KITCHEN

- Make sure the kitchen is spotlessly clean and that there are no lingering cooking aromas... Unless it's fresh bread or coffee
- Most experts consider the kitchen to be the most valuable room in a property. It is worth the most per square foot and can make the difference when buyers are unsure.
- Why not consider replacing your kitchen cabinetry if your kitchen is dated. This is much cheaper than installing a whole new kitchen and is often as effective.
- Changing kitchen counter tops is expensive but can in some cases add a lot of value.
- Declutter the surfaces and only leave a few items out.
- Remove any bulky appliances that make the kitchen feel smaller.
- Think about upgrading the plumbing fixtures and possibly the white goods if old and unsightly, but keep in mind that while that could make your property sell faster, you will be unlikely to recoup their full value.





# Light and airy

Make that room look bigger...



# LIGHT AND AIRY – MAKE THAT ROOM LOOK BIGGER...

- In some locations wall mirrors can help make a room look much bigger and lighter. Consider putting some up, especially in smaller rooms or hallways.
- Clean windows inside and out and replace any light bulbs that are not working. Making the place feel light and airy makes rooms feel bigger and the property more attractive to potential buyers.
- Make sure that you have lamps on in any dark corners. Check that curtains or blinds are not too heavy for the windows and restrict the amount of light that comes through during the day.
- Consideration should be given if there are any trees or large shrubs near your property that make your rooms seem dark during the day. A simple cut back could make a lot of difference to the brightness of a room.
- Warm, Light & Bright: If there's one thing that makes a lasting impression, it is viewing a home that is comfortable, light and bright. So, make sure all rooms are pleasantly warm yet well-aired, have the curtains drawn back, blinds opened with the lights on in the evening





**Make it feel homely**



## MAKE IT FEEL HOMELY

- Light a fire - if it's a cold evening, or even a chilly day, light your fire. Consider burning some pinecones for the delicious smell. This will make your home feel warm and inviting. If you don't have a fire, then ensure the fireplace is clean.
- Check windows are properly dressed with blinds or curtains as naked windows make a place feel impersonal and run down. Buy some cheap ones (e.g. from Ikea) if necessary.
- Consider that plants and flowers bring color, life and light to a room and can also smell delicious.
- Good smells only. Bad smells are the single biggest turn off for prospective buyers. Don't just cover them up, fix the source of the smell. Clear drains, wash bins, open windows, air the kitchen from old cooking smells, get rid of furniture that is embedded with cigarette smoke, and wash any grimy bed sheets.
- Conversely, good smells can make a property feel like an alluring home. While it might be impractical to bake fresh bread, cakes or brownies for every viewer that visits your home, you could perhaps brew some fresh coffee?



and finally...



# VIEWINGS AND OFFERS

- Choose a good local estate agent and let them do the viewings. It's their job to know what things to say, what to highlight and what to downplay. They are also effective at answering those tricky questions and should always be the main contact for the buyer. Your estate agent is the best person to deal with any offers you receive on the home as they do this every day. They have both the experience and knowledge to guide you on the best price for your home.





# STOP BY AND SAY HELLO!

- Pop into our office, it is located opposite St Peters Church & Gardens, with free car parking nearby. Even if you're not sure if you are ready to sell, buy or let a property yet, we are happy to have a chat and answer your questions.

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## OPENING HOURS

**9am - 5:30pm**

Monday to Friday

**10am - 2pm**

Saturdays

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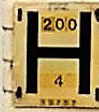
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