



GUIDE TO.....

MAKE YOUR HOME MORE
VALUABLE AND SELL MORE
QUICKLY



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





www.walters-property.com



hello@walters-property.com



0800 9 55 44 33

CONTENTS

INTRODUCTION: PREPARING YOUR HOME FOR VIEWINGS

1. DECLUTTER, BUT LEAVE SOME PERSONALITY
2. A FRESH LICK OF PAINT MAKES A HUGE DIFFERENCE
3. CLEAN, TIDY AND FIX...
4. UPDATE THE KITCHEN
5. LIGHT AND AIRY – MAKE THAT ROOM LOOK BIGGER...
6. MAKE IT FEEL HOMELY
7. STIMULATE THE SENSES
8. CHANGE UP THE LIGHTING
9. BOOST YOUR KERB APPEAL
- 10 VIEWINGS AND OFFERS
- 11 CHOOSE A GOOD SOLICITOR



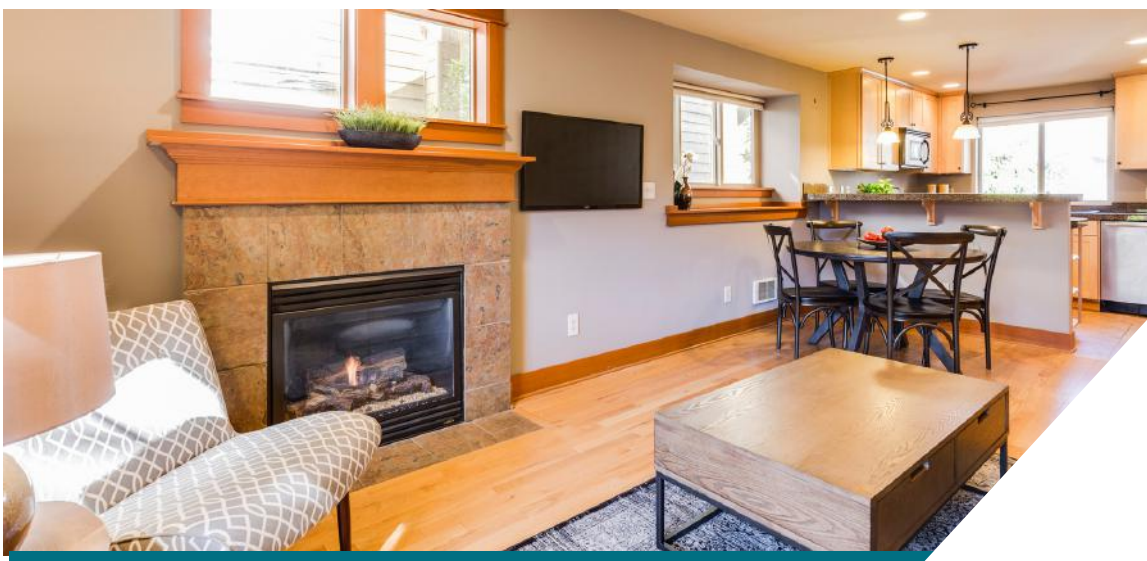
INTRODUCTION: PREPARING YOUR HOME FOR VIEWINGS

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.





1. DECLUTTER, BUT LEAVE SOME PERSONALITY

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.

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.





2. A FRESH LICK OF PAINT MAKES A HUGE DIFFERENCE

Consider giving your walls a fresh lick of paint with neutral colours as this will help make your home seem lighter and much bigger.

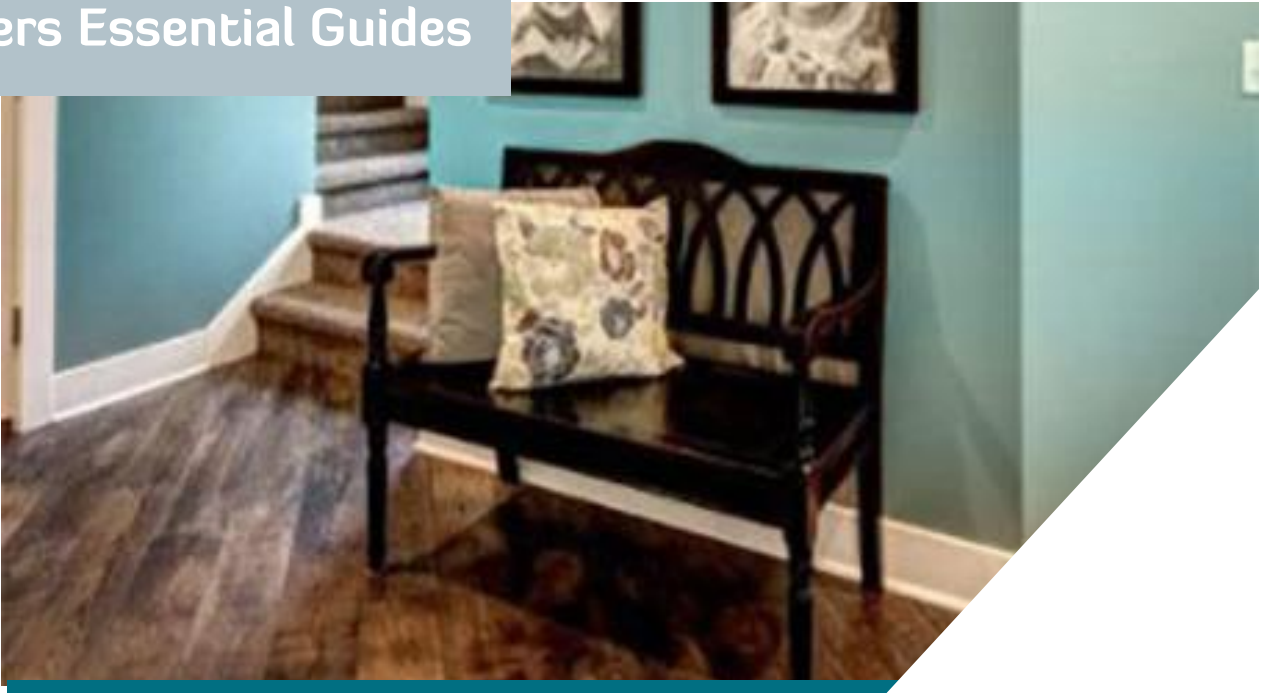
Neutral colours can help viewers to easily imagine how they would adapt the rooms to their needs and strong bright colours should always be avoided.

Don't forget it will be easier for a buyers to move in and use the rooms immediately than if the walls were still bright purple or lime green.

Always create a good first impression – give the front door and any surrounding walls a new coat of paint. Remember your front door is the first thing your viewer will see when visiting your property.







3. CLEAN, TIDY AND FIX...

Make any minor repairs necessary – consider fixing holes in walls, broken door knobs, 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 limescale, clean and repair tile grout, wax wooden floors, get rid of all odours, 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.



4. UPDATE THE KITCHEN

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.

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.





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

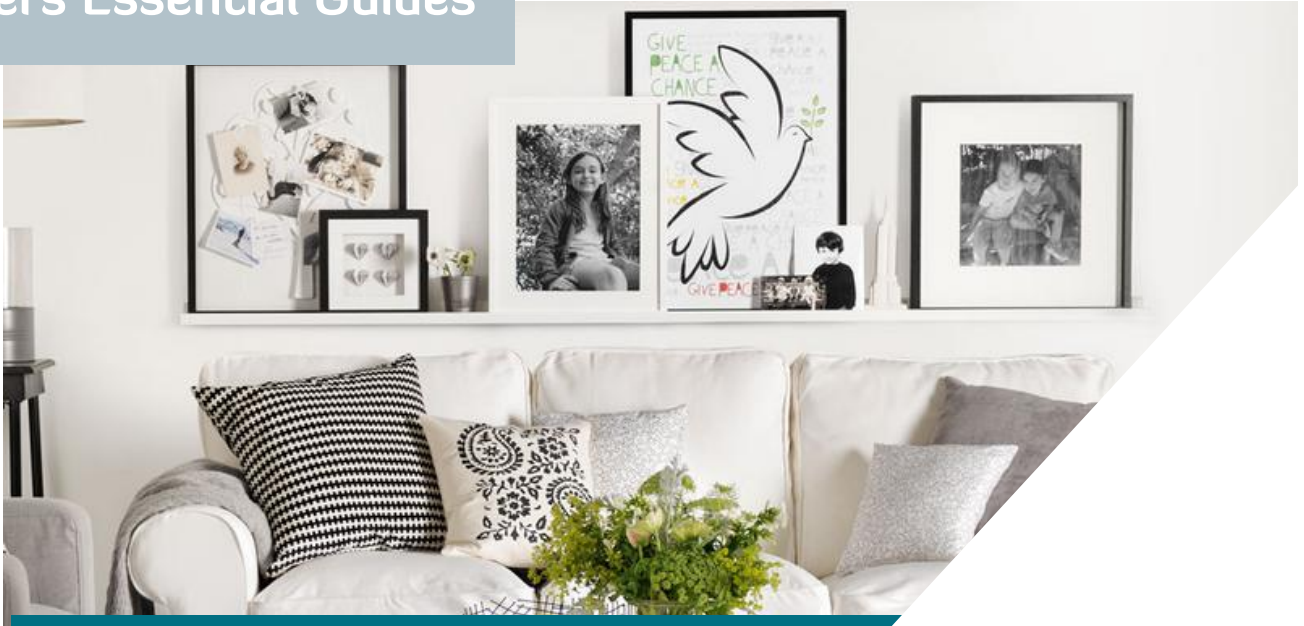
In some locations wall mirrors can help make a room look much bigger and lighter. Consider putting some up, especially in smaller rooms or hallways.

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.



6. 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 (eg from Ikea) if necessary.

Consider that plants and flowers bring colour, 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?





www.walters-property.com



hello@walters-property.com



0800 9 55 44 33

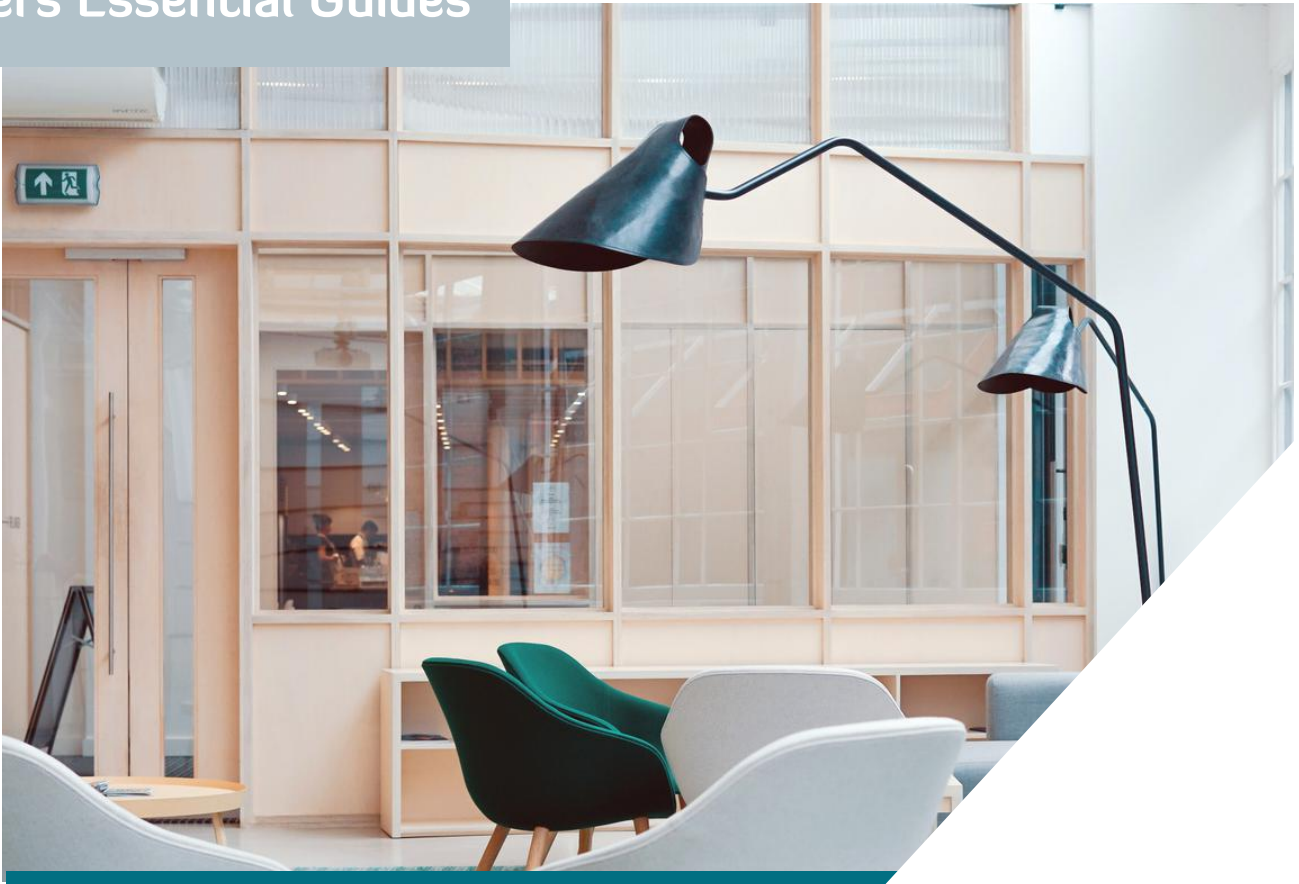


7. STIMULATE THE SENSES

Stimulating your guests' senses with smells and sights is crucial to evoking emotions as they wander through your home. Essential oil diffusers or scented candles are the obvious go-to's and are certainly worth the investment, but think about how colours and materials can also be used to create different atmospheres.

When it comes to décor, for example, certain colours can evoke specific feelings and emotions. Yellow is commonly associated with optimism, tones of green and blue with harmony, while reds and oranges go hand in hand with warmth and excitement. Don't worry if you haven't got any of this going on already, just a few simple additions in the form of cushions, rugs and other small furnishings can make all the difference.

Plants, as well as natural materials like wood and stone, can also be effective at creating positive vibes for a potential buyer. Plants especially have a calming and de-stressing effect on the human psyche and should be used throughout your property to stimulate close proximity to nature. Again this doesn't require an expensive splurge. Simply head down to your nearest garden centre and stock up on the plants that go nicely with your colour palette and style of property.



8. CHANGE UP THE LIGHTING

Use of lighting can be a very effective way of creating a homely ambience. A drab, poorly lit space will be an immediate turn-off for potential buyers. Instead, make use of standing lamps, tasteful LED lights and intricate fairy lights to signal warmth and comfort. Everything you'd want to feel in your own home!

Lamps and extra lighting will be especially important in colder, darker months. You want your home to be well-lit to evoke a bright and airy environment rather than the dingy and dull feelings commonly associated with winter.





www.walters-property.com



hello@walters-property.com



0800 9 55 44 33



9. BOOST YOUR KERB APPEAL

It's not just the inside of your property that needs to feel appealing.

Remember, any outside space you have with the property will be a potential buyer's first impression and therefore needs to make an impact.

Make sure any garden space is well maintained (getting rid of any pet poo in the process), tidy up the pathway and entrance space around your front door, and put the bins out of sight if possible.

The exterior of your home should be just as appealing and inviting as the interior.





10. 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 your home as they do this every day. They have both the experience and knowledge to guide you on the best price for your home.





11. CHOOSE A GOOD SOLICITOR

Finding the right solicitor will be key to quickening up the house selling process. However, for this to work, you will also need to be organised and proactive with paperwork, making sure to submit all relevant forms and information as early as possible.

If you miss a deadline for something small, it could have a knock-on effect with other parts of the process, causing bigger headaches down the line. But how do you find the right solicitor?

Here are our tips

- Ask for recommendations
- Consider a local firm
- Have an initial chat and ask any questions before pushing on with the process
- Consider the size of the firm that they work for
- Don't think about the price too much

(cheapest fees don't always mean the best fees!)

Moving house is never easy, but using these tips and tricks will help ensure you sell your home quickly and for the most money possible. You're welcome!

The Walters Way!

At Walters, we simply have one goal – to help you sell your home in a straightforward and stress-free way, securing you the best possible price.

Selling a property doesn't need to be complicated and we are confident that we have the best team in place to move your sale forward positively and professionally. We look after you every step of the way, helping you make a move in the right direction.

Our Team manages every detail of the sales process – from the day the property goes on the market, to the day the sale is completed. However, we never forget that property is all about people too, and that you want to feel involved and informed. That's our approach and it's what we believe makes Walters different.



Marketing

“Our aim is to give you an opportunity to have some control in the marketing of your home”.

So, we decided that we didn't want to tell you how we should market your home - you know it better than us: you know which features attracted you to the property, you also know the local residents and what local people want and the mediums they use.

So, we have created a service offering which is, in our opinion, far greater than any other agent. It is also flexible and allows you to add in additional services if you deem them important”.



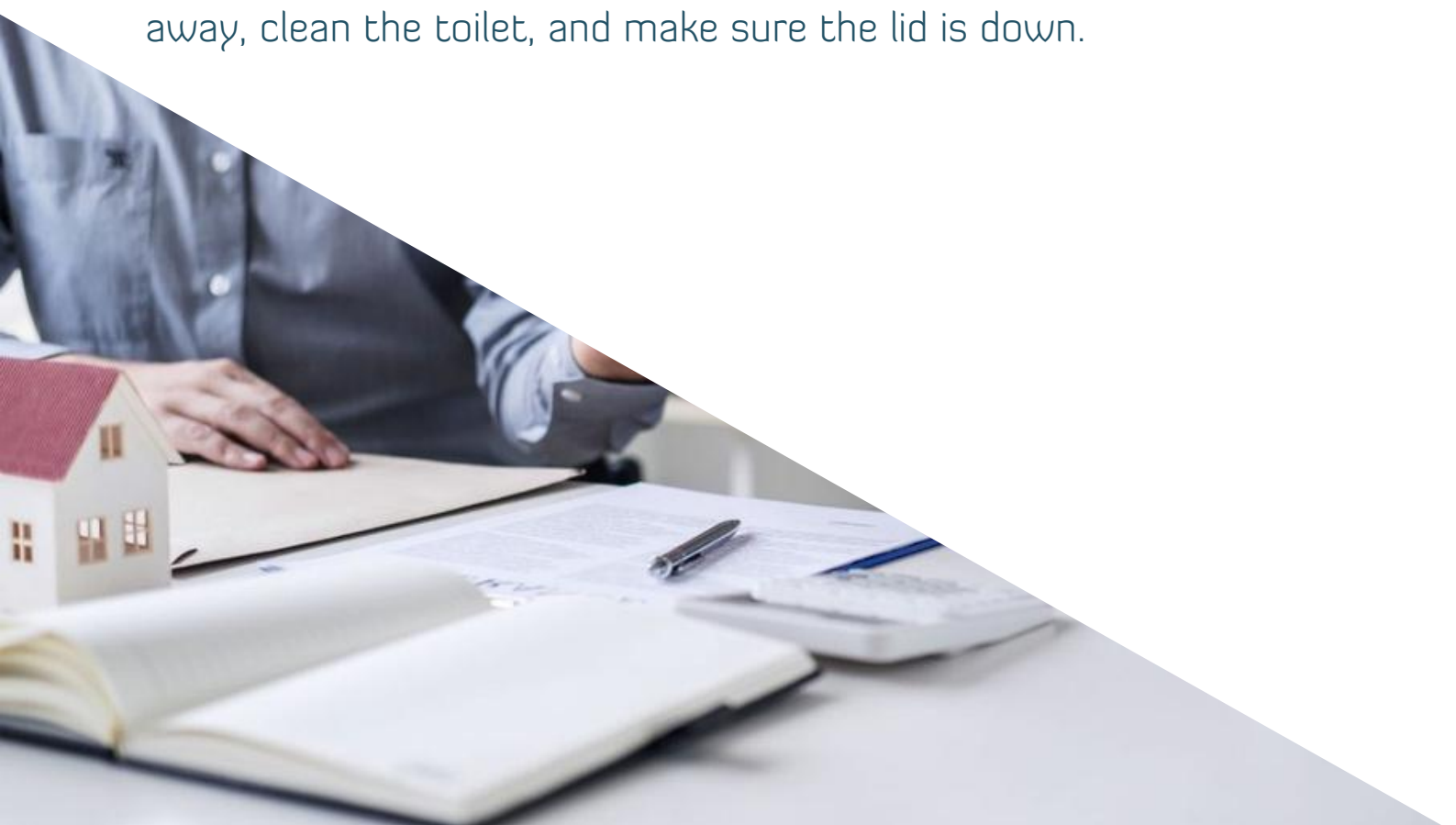
Getting it ready to sell...

First impressions really do count. We have seen a great number of houses in our time, so we have compiled a list of handy tips to make your home stand out from the crowd.

Tidy the front garden, mend the gate, trim the hedges, and weed the flowers beds.

Make those minor repairs - fix that dripping tap, replace mouldy grout, repaint the cracks, replace the doors on cupboards that are broken, turn on the lights, open all the doors, and replace any lightbulbs that aren't working.

Kitchens and bathrooms are key rooms – clearing the surfaces will make them look larger. Do the washing up, put your laundry away, clean the toilet, and make sure the lid is down.





FAMILY

IS A GIFT THAT LASTS FOREVER

GIVE THEM THE HOME THEY DESERVE

Our award-winning Team are with you from the beginning. Our Valuer will visit your property and work with the office team to put a marketing strategy in place. They will then guide you through any interest, negotiate offers and then progress your sale all the way through, from when you accept an offer, to completion day.

As a local high street agent, our team of property professionals are here to help seven days a week, maximising interest and ensure we achieve the best possible outcome.



www.walters-property.com



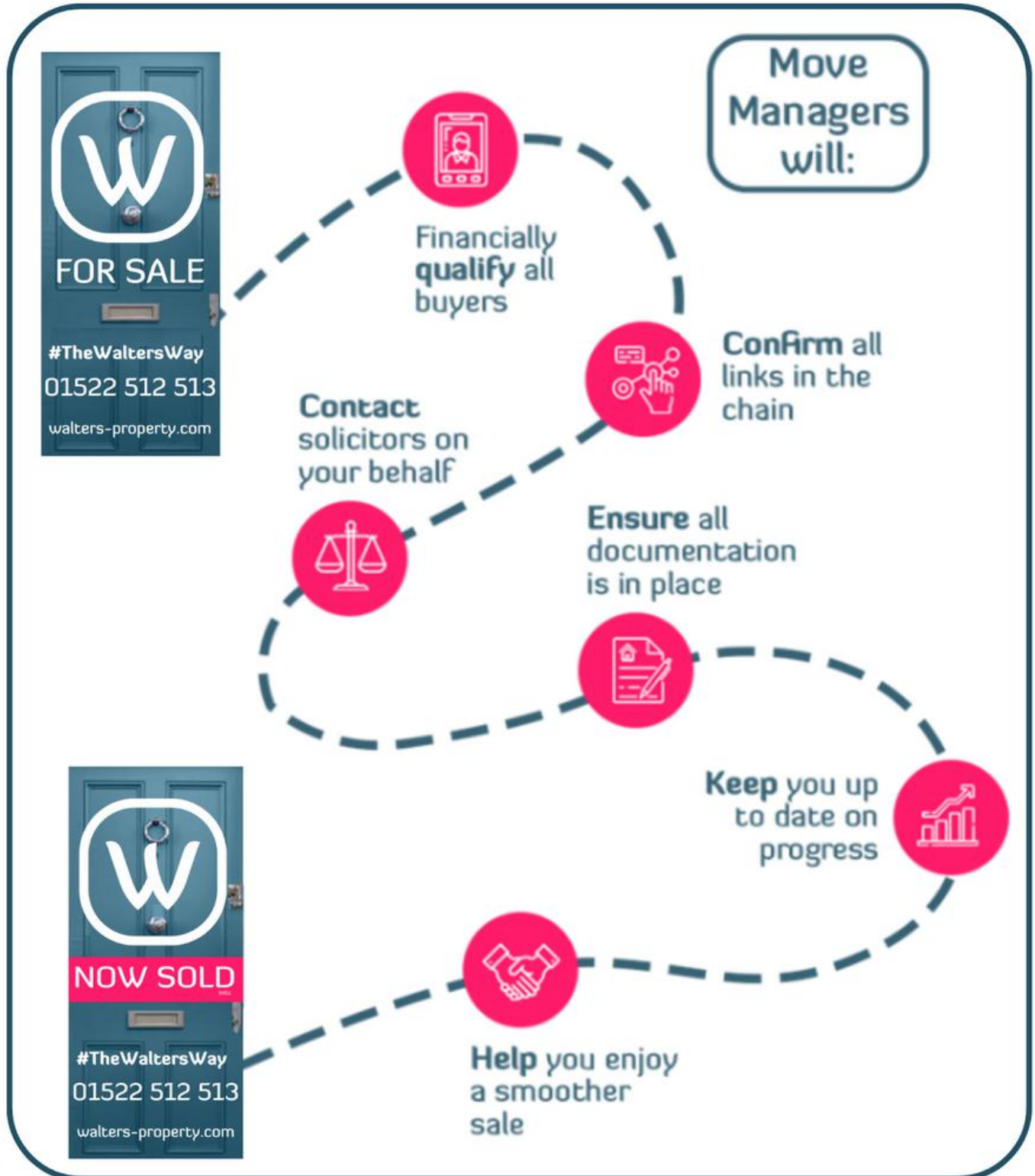
hello@walters-property.com



0800 9 55 44 33

End-to-end property experts

The selling journey and milestones.



Notes and Actions

Two months to go...

- ✓ Talk to a van hire or removals company to get initial feedback and quotes.
- ✓ Buy your boxes, packing, and storage supplies.
- ✓ Start sorting out your belongings. Get rid/donate things you don't need.
- ✓ Begin packing non-essential items.
- ✓ Do you need kennels or a cattery for the move? Book it in advance.
- ✓ Think about putting items of excess furniture into storage until you've settled in.

One month to go...

- ✓ If you're moving a long way, get your car serviced and tyres checked well before the trip.
- ✓ Register with local Doctors and Dentists if you are moving to a new area.
- ✓ Inform your local council of your change of address and cancel council tax payments.
- ✓ Inform your phone and internet providers of your change of address.
- ✓ Update the DVLA.
- ✓ Notify your bank of your change of address.
- ✓ Inform Inland Revenue.
- ✓ Update your insurance providers, ensure you have home insurance sorted for the day you move in.
- ✓ Confirm your moving arrangements with moving firms.
- ✓ Start putting items you don't use every day into boxes and label them.
- ✓ Arrange for someone to look after the children and pets If possible.

Could some of those items go into longer term storage to free up more room in your new home?

Two weeks to go...

- ✓ Let people know about your change of address, including friends, online shops, mail order, milk, newspapers, and magazine subscriptions.
- ✓ Clean your house as you pack.
- ✓ Organise your mail to be re-directed for at least three months.



Notes and Actions

One week to go...

- ✓ Confirm with your solicitor and estate agents that the move is going to plan.
- ✓ Notify TV Licensing of your new address.
- ✓ Make sure your packing is nearing completion - double-check the loft & garage.
- ✓ Ask your neighbours to make sure there is room outside your home for the removal van.
- ✓ Empty and defrost / dry out your fridge / freezer.
- ✓ Clear out your kitchen cupboards.
- ✓ Work out the moving route.
- ✓ Remind friends and family you'll need a hand next week.
- ✓ Pack valuables and important documents in a safe place to take in the car with you.

The day before...

- ✓ Charge your mobile phone.
- ✓ Put everything practical you'll need to one side in a clearly marked box, tape measure, extension lead, step ladder etc.
- ✓ Get a box of first night essentials together.
- ✓ Collect your hire van or confirm tomorrow's schedule with your removal firm.
- ✓ Move all your packed boxes into a downstairs room if needed.

Things to do on moving day...

- ✓ Record all utility meter readings for Water, Electricity, and Gas. Take a photo of the meter and let your providers know you are moving today.
- ✓ Strip the beds, curtains, and pack into clearly marked bags.
- ✓ Check the bathrooms for toiletries.

Loading the van...

- ✓ Instruct your movers on what is moving and what is not.
- ✓ Check everywhere and do a final house clean.
- ✓ Leave all the sets of keys as arranged for the new owners.

Say goodbye and then hello to your new home.



Notes and Actions





✉ hello@walters-property.com

🌐 www.walters-property.com

☎ 01522 512 513

PRS Property
Redress
Scheme