



The essential
guide on
things that
you can do to
make a good
impression
when selling
your home.





www.walters-property.com



hello@walters-property.com



0800 9 55 44 33

INTRODUCTION:

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?

Why is kerb appeal important?

Think of your home's kerb appeal as your home's clothing, hair, make up and perfume. Its what people see first, from across the road, in photographs. Its what makes the first impression! A nicely painted front door, a tidy porch, a colourful garden, a well maintained fence, a clean driveway etc!

If it can be seen, it needs to be manicured and maintained!





1. 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!

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.





2. CREATE A HOME OFFICE

Even if you don't personally work from home, chances are someone along the viewing way will. It's 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 subconsciously recognise the internet capabilities.

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





3. DECOR

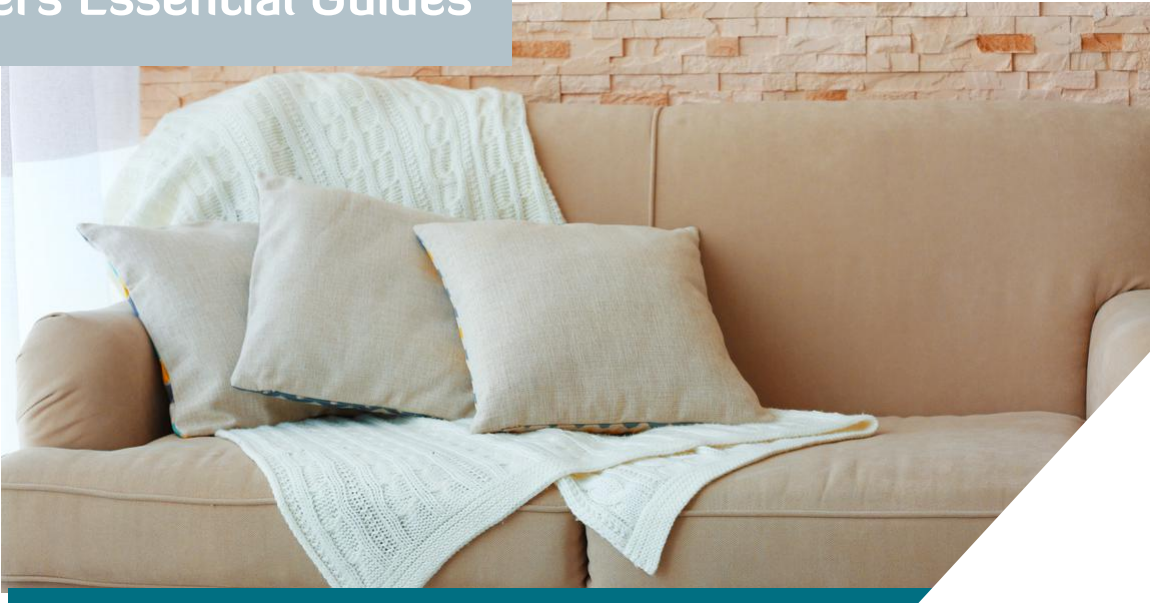
When potential buyers come to view your home, they imagine themselves living in your space. Even though they understand your decor will not be there if they live there, it doesn't make them aspire to want to live there if your decor is outdated or an extremely specific, unusual or eccentric taste.

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.



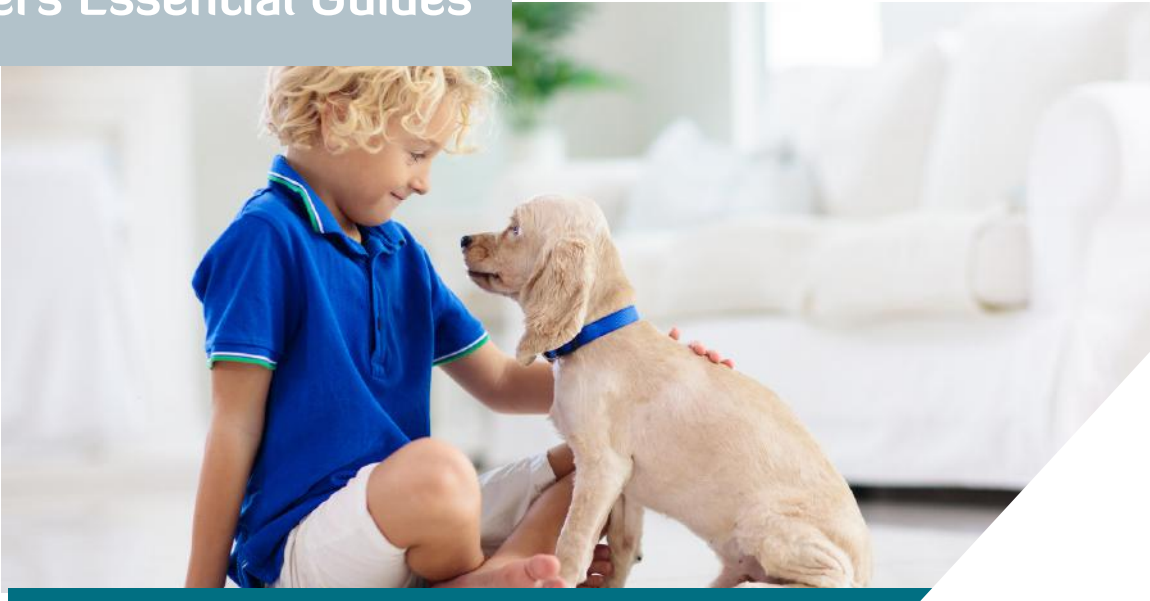


4. LITTLE TOUCHES

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!





5. NO KIDS & 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.





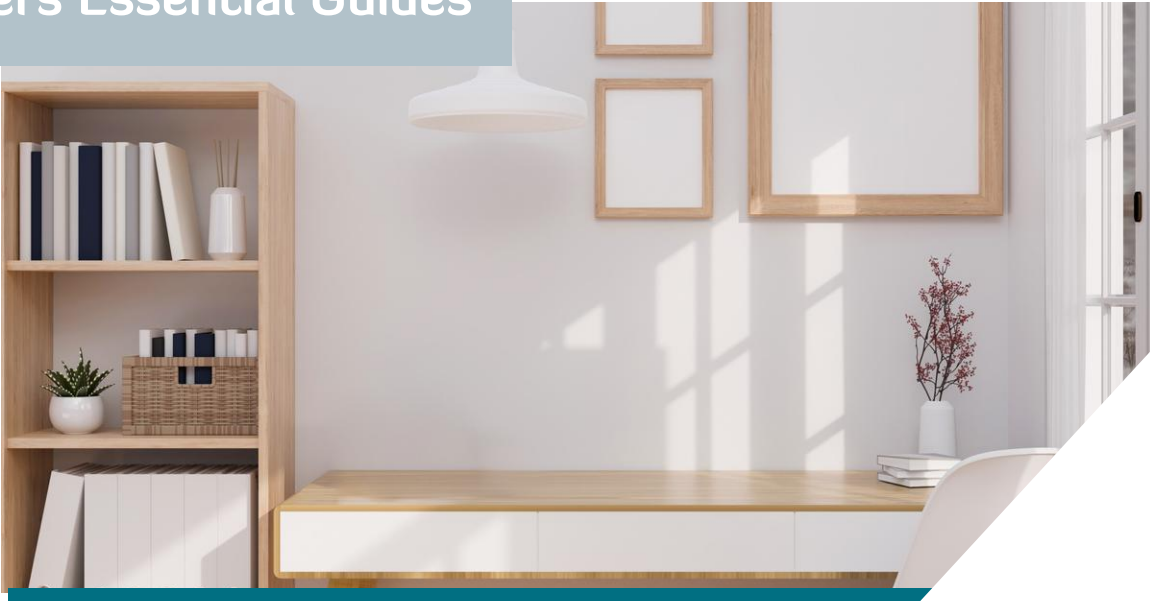
www.walters-property.com



hello@walters-property.com



0800 9 55 44 33



6. 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 in as much natural light as possible.





7. 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.





www.walters-property.com



hello@walters-property.com



0800 9 55 44 33



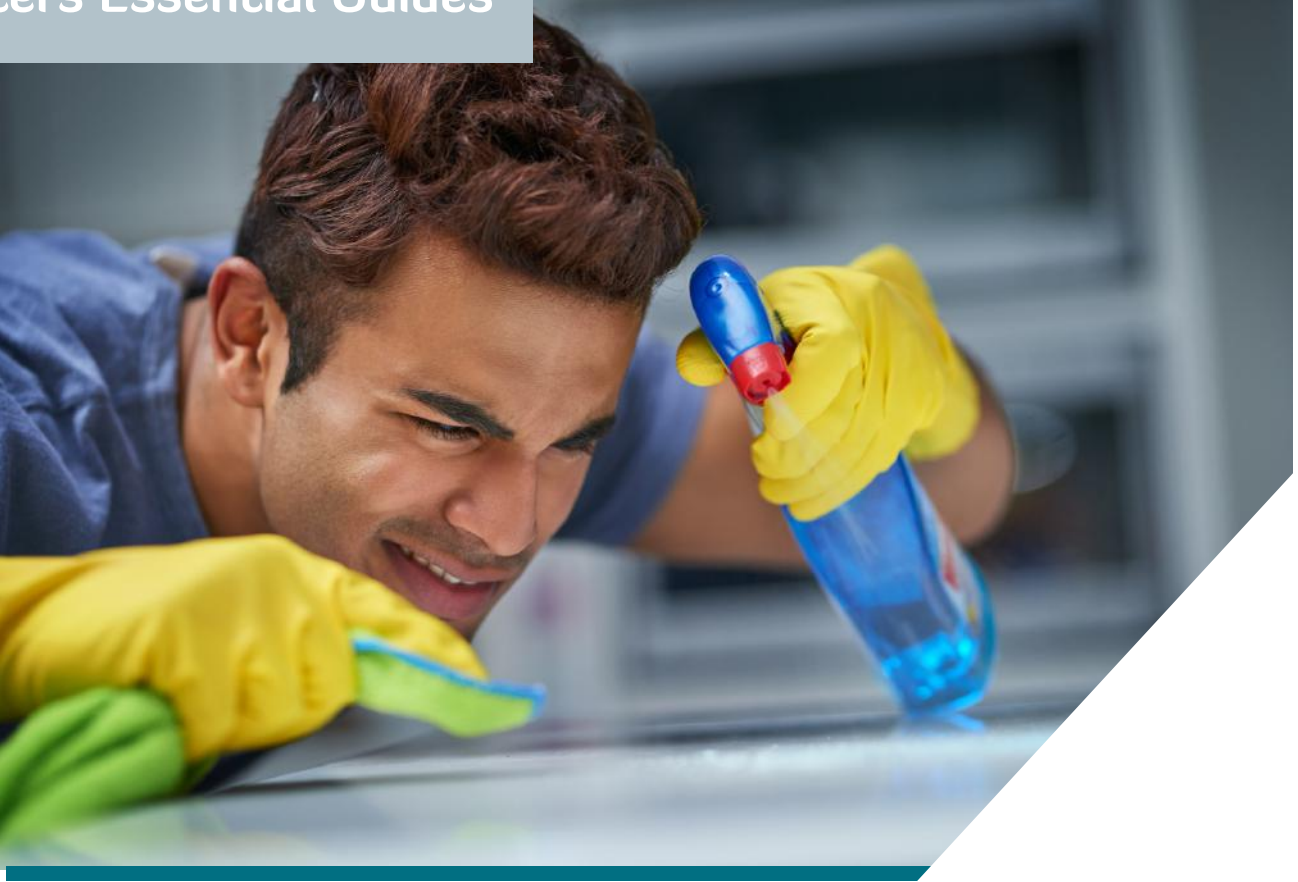
8. DE CLUTTER

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!





9. 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!



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



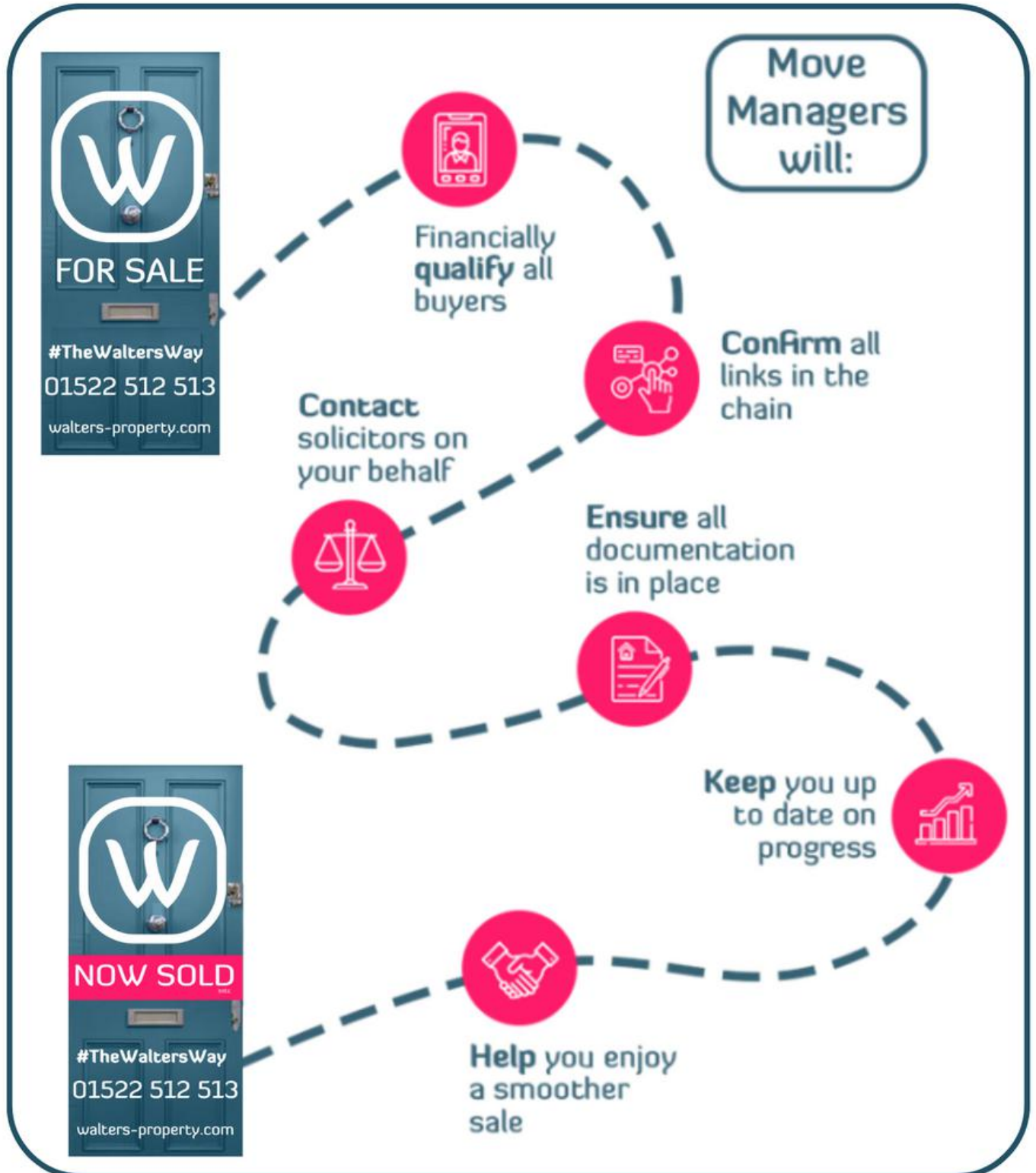
hello@walters-property.com



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