

Preparing Your Property for Sale



You have made the decision to sell your property, discussed a marketing strategy with your real estate agent and potential buyers will soon be walking through your property. Are you really ready for this?

The team at Speechley Property understands that buyers have differing requirements and with the right preparation and a little investment, whether it is time or money, spent on sprucing up your home, significant financial results can be achieved. So, to help us achieve the best result for your home, we have provided some tips that have proven to be invaluable to successful home sellers.

First Impressions are important

A tidy home shouts 'Welcome'. You do not get a second chance when it comes to making a first impression. It is important to set the scene for prospective buyers and draw attention to the best features of your property.

Fresh flowers, indoor plants, decorative hand towels in the bathroom and a cool or warm house, depending on the season, all help to make a lasting impression. Soft background music and pets and toys out of the way also help.

Repairs and maintenance

Don't put off until tomorrow what can be done today. Buyers take note of work that needs to be done. Dripping taps, holes in insect screens, flaking paint, loose door knobs, sticking doors and cracked windows may effect the sale price. Make sure minor repairs and maintenance items are completed.

Do you need to re-configure the rooms?

If you are advertising a three bedroom home for sale, then that is what people will expect to see.

For example, if you are using one bedroom as a study/office/storeroom, consider re-organising the room to show it as a bedroom during the marketing period. If necessary, borrow some bedroom furniture.

De-clutter

Crowded shelves and drawers can make rooms and storage space seem cluttered and smaller. Consider putting non-essential items into storage during the marketing period.

Light and Bright is best

Nothing improves atmosphere more than a light, bright house, so let plenty of light in. On dull days, open blinds and turn lights on before inspections.

Don't crowd the buyers and silence is golden

Do not have too many people in the house during inspections and avoid uninvited discussions with the buyers. Your Speechley Property agent understands the buyers requirements and can emphasise the features of your home that are important to **that** buyer, without you tagging along.

Don't force conversation with a potential buyer, who is there to inspect your property – not to make a social call.

Tidy up the garden

Weed and mulch garden beds, keep paths and the driveway swept, prune trees and shrubs and make sure rubbish bins are clean and out of the way.

Not everyone loves your pet

If you have pets, it is advisable to keep them out of the house, or ask friends or family if they will look after them during inspections. Air your house well and store your pets bowls and toys out of the way, prior to inspections.

Inspections – only with your Speechley Property agent

Never allow prospective purchasers to inspect your property without your Speechley Property agent. If someone just knocks on your door, refer them to Speechley Property OR ring you agent immediately.