



ADVICES TO PRESENT YOUR PROPERTY

The principal aim is to present your property with “*the image that really sells*”. Photos and Video are the very first thing that possible buyers will see of your property.

“*You never get a second chance to make a first Impression*”.

The better your property is presented, the more enquiries your agent will obtain. The buyer is not buying *your* style and home; they buy your PROPERTY which they will turn into *their* home with *their* style.

i.e.: Your property must project as neutral and as easy to own as possible.

The following are some tips to you and your agency on how to prepare for Photo & Video sessions and for a successful Open House Event. These are the three tools which help selling your property faster.

In general:

- Depersonalize, de-clutter and free the floor space
- Get everything clean and sparkling
- Open blinds fully and straighten curtains
- Ensure that all light bulbs are working and turn on all lights
- Straighten tables and chairs and arrange cushions attractively
- Paint the house's interior (if necessary) in white, to give a greater sense of cleanliness, luminosity and spaciousness, or use the colours that will help to realize the full potential of the home.

Bedrooms

- Clear all surfaces of clothes, shoes and laundry
- Remove tissues and excess decorations from bedside tables
- Make sure that nothing can be seen which is placed under beds
- Ensure all beds look tidy; use your best ironed linen

Kitchens

- Clear worktops of all non-essential items; meal preparation equipment
- Remove fridge magnets, messages, children's drawings, etc.
- Remove washing-up liquids, towels, soaps and plugs; kitchen equipment
- Hide rubbish bins, pet food bowls
- Adding a bowl of fresh fruit or a vase of flowers can do wonders

Bathrooms

- Clear toothbrushes, soaps, razors, plugs and shampoos from showers and baths
- Remove bins, scales, bath-mats and laundry baskets
- Keep towels to a minimum - well placed, color matched towels are great
- Close all toilet lids, remove toilet brushes and spare toilet rolls
- Candles, some greenery or flowers and unusual bottles add some interest

Receptions and Dining Rooms

- Clear all children's toys, remotes and excess books
- Clean fire places, open blinds and plump cushions
- If you have an attractive looking fireplace, lighting it looks wonderful!

Outside Spaces, in general

- Remove bins, garden hoses, toys, tools and bikes out of sight
- If you have hedges or trees, please consider trimming them so they look their best
- Clean patios, mow grass and rake any stray leaves
- Have no cars on show, to give the sense of a quiet street and a clean façade
- If you have sun umbrellas, display them open
- If there are sun chairs; clean them and have towels for them ready

Swimming pools

- The swimming pool, Jacuzzi's and alike; please keep them clean and tidy.

Garden Houses & Garages

- Remove, sell or give away what has been accumulated during the years.

Gardens

- Move the lawn and trim. Clean, and make it look attractive.

