



10 TIPS TO SELL OR LET YOUR PROPERTY FASTER

1. De-clutter

No one wants to look at your pile of video's, dirty washing, kid's toys, dog bowls - you get the picture.

No one expects your property to look like a show home but aim for that and you'll go far.

2. De-personalise

You may love your wedding photo's and they may adorn your walls in all their splendour but they are of no interest to anyone else.

A buyer or tenant needs to imagine themselves in your property and they cannot do this with your personal things around.

3. Clean

This cannot be stressed enough. Women will make the decision on purchasing or renting a property 9.9 times out of 10. Even the bachelor will get his mum or his girlfriend to take a look.

And most women can spot dirt from a hundred paces - and to live with someone else's dirt - YUK!

4. Kerb Appeal

Most people will see your property for the first time by doing a drive by.

They will pass your sale/let board, they will get details in the post or at the agency or see it in the paper.

Most people will not waste their time getting a viewing if it's not what they want from the outside. If your property doesn't get them through the door you're wasting your time.

5. Make an Entrance!

The majority of people recall getting that 'it felt right feeling' when they enter a property and this will happen in the first few minutes.

If your entrance is warm and welcoming they will get that feeling.

6. Kitchens and Bathrooms

These places accumulate the most dirt and the most clutter. A tidy and a clean is all that these rooms usually need.

A new shower curtain and fresh towels will go along way.

7. Keep it Neutral

If you do decide you can't get away with not decorating then opt for warm neutral colours; creams, peaches, beiges all work well for carpets and walls.

If you need to liven the place up or add some co-ordination do it with accessories that you can take with you.

8. What's That Room?

Make sure each room appears to be used as intended – if people are paying for a three bedroomed house they expect to see three bedrooms, not two bedrooms and a storage room!

If you use a bedroom as a study then put in a sofa bed - you gain a comfortable place to sit and still give the appearance of a bedroom.

The same goes for using conservatories as laundry rooms, etc.

9. Don't Market an Empty Property

Just as you need to de-personalise so people can see themselves living in your property you also need to ensure you don't go the other way by leaving it empty. You don't want them to have to work too hard at using their imagination as they just won't bother.

If your property is just four bare walls they will not be able to imagine much. Rent or borrow some furniture so that the property looks more homely. And don't skimp by not bothering with the accessories. Some professional property developers /investors use the same 'scene sets and props' for every property - if you have the space and the money this would be a good investment.

10. Let Go!

Never forget you are trying to sell or rent the property. Your taste and things DO NOT MATTER. The number of times I have heard someone say 'but I like it the way it is' or 'I don't want to take down my photos'.

Do you want to sell it or rent it is my answer to that one?

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Acknowledgement

The above information was supplied by Keys (UK) Limited. You can get more information from www.keys-property.com and www.keys-mortgages.com

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