



a guide to •
preparing your home
for sale or rent

Key facts to consider before marketing a property



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Make sure that you present your home in the best possible light... there is no second chance to create that important first impression!

Here we give you some important guidance on how to best prepare your home for sale or rent to ensure the best possible price is achieved.



Visualising Dreams!

Years of experience shows that there is a clear correlation between the time invested in presenting your home for photography, the number of viewings and the property's saleability. It is the presentation that creates the initial interest from potential buyers – once this interest is established there is a greater chance of viewings and subsequently, offers.

First impressions start on the internet, window displays and in magazines. It is these impressions that create the demand for your home. It is therefore imperative that your home is presented in its best possible light from the moment the photographs are taken. Investing time upfront often reaps rewards with greater interest and increased offers down the line.

Make sure your home is clean and tidy and not too crowded with personal effects and furniture. Windows should be cleaned and curtains and blinds pulled aside to let in as much natural light as possible. Arrange the furniture in a welcoming manner so as not to create barriers but allow the buyer to be drawn into the room. Make sure all lights are in working order and replace any blown light bulbs.



The front of the house is often overlooked – remove unsightly rubbish, clean the window sills and if possible, add a splash of colour with seasonal window boxes. Rear gardens are just as important; arrange furniture and add colour where possible.

These guidelines are just as important for vacant properties as well as those that are let out.

