



HOUSE SELLING TIPS

2009

Looking for some house selling tips?

If you don't need to move in the next few days then you will most likely be trying the traditional route of selling your home through an Estate Agent. This is the best route for you if there is no immediate deadline to work to.

In today's market it may seem like Agents aren't doing anything to sell your property, so pick your Agent wisely. Personal recommendations are always best, but ask any prospective agent exactly how and what they are going to do to find you a buyer.

We know it may seem difficult to sell your house at the moment but don't panic – here are 7 of our favourite **house selling tips** to help you sell your home:

House selling Tip 1:

Determine your audience – who are you trying to sell your house to?

- Think about who may be interested in buying your house – would it appeal to
 - Investors?
 - First time buyers?
 - Young couples?
 - Young families?
 - Retired couples?

Once you have identified your audience, think about how to reach them – Is it better to sell your house through an Estate Agent or you may think “**I want to sell my home privately**”. Ask your Agent who is buying at the moment and what do they like to see in a property.

House selling Tip 2:

Increase your houses' appeal to buyers.

- Remind yourself of all of the positive features of your house – eg: location to schools, south facing garden, proximity to public transport, rural and make sure these are easy to read in sales literature, and make sure the Agent make a real selling point of these features.
- Check out the competition – who else is selling a similar type of property in your area and for what price? How does your house compare to these?
- Remember what attracted you to the house in the first place and focus on those reasons when showing potential buyers around the house. The chances are that the reason you fell in love with the property in the first place will be the reason someone else will love it too.

House selling Tip 3:

Do that DIY you have been putting off for ages

- Set yourself a budget of 1% of the sale price of the property to do all those jobs that will help you find that buyer. This money is crucial, and well worth it if you want to move on. Give those buyers as many reasons to buy as possible. Look at your home with a critical eye or better still ask a friend (tell them you won't be offended) or your Agent.
- It's a well known fact that kitchens and bathrooms sell houses. Make sure they are clean, clear and as appealing as possible
- If you have some minor snagging to do on the house, it's a good idea to get that done before you start to market the property.
- If your decoration is a bit tired, why not give the house a lick of paint? Buyers love neutral, clean walls and carpets / flooring where they can move in (or rent the house it) without having to do much to it
- It's relatively cheap and easy to replace kitchen doors to make an older style kitchen seem more modern and clean. Here are our 5 top tips to spruce up your kitchen for less than £1,000
 - Paint kitchen unit door and drawers with a fresh clean light colour
 - Change the doors and replace all handles with new ones
 - Replace the old worktop
 - Replace the sinks and taps
 - Change the wall tiles

House selling Tip 4:

Give the house a thorough spring clean

- It's time to get the rubber gloves on and apply some elbow grease to make the house sparkle and shine.
- Wash your windows inside and out, wash curtains or dust the blinds
- Vacuum thoroughly and regularly
- Re-grout grotty bathroom tiles
- Clean mirrors, furniture, appliances & cupboards
- Mow lawns, tidy gardens, wash patios & pavings etc
- Touch up external paintwork

House selling Tip 5:

Disassociate yourself with your home.

- Remind yourself of the reasons why you are **looking to sell your home** – such as **relocation, new start**, you may have already found a **new house, moving into rented house, divorce, need more space** etc.
- Remind yourself and your family that "This is not our home; it is a house. Think of it as a product that needs to be sold to the most suitable buyer who will help you make your next move".
- Put items into storage if space is an issue.
- You need your potential buyers to be able to see themselves living there with their furniture etc rather than being distracted by your personal effects

House selling Tip 6:

Get Your Mindset Right

- If you have decided to use an Estate Agent then it is important to know that most likely this will be a long process. Steel yourself for that and expect it. If you are fortunate to find a buyer the day after your house goes on the market, there will still be at least 6 – 12 months before you complete. Hopefully, there won't be any broken chains along the way or any last minute dropping of price by the buyer. You need to be strong to sell using conventional methods in today's market.
- The frenzy of years gone by is currently not with us. It's a buyers' market so be prepared to have plenty of viewings which may not amount to anything
- Be patient, if your house is presentable, you have researched your target market and done everything to ensure it is marketed to them and it's on at the right price.

House selling Tip 7:

Look for other solutions

If you have done all of the above and are still not having any joy via traditional methods then give us a call at Property Home Buyers and we'll see what we can do to help. We have a database of investors who are actively looking for property and we can structure deals in a variety of different ways, depending upon your preferred outcome.

We are up to date with the latest purchasing techniques, and can offer solutions for pretty much every situation.

We can be reached on 0800 158 3775 or by email to martin@propertyhomebuyers.co.uk and look forward to speaking to you soon to see how we can help.