

A photograph of a brick building with a white-framed window. A flower box filled with pink and white flowers is mounted on the wall below the window. To the right, a dark door with a decorative glass panel is visible.

9 STEPS TO SELL YOUR HOUSE WITHOUT REDUCING YOUR ASKING PRICE





YOUR ACTION PLAN

Selling and moving home can be one of the most stressful experiences and for many of us can take over 9 months from start to finish.

Not only that, we are taught to believe that the only quick way to get a sale is to drop the price of our property. Many of us are not in a position to do that and also, why should we drop the price when we *know* how much we should sell for?

Now with the dreaded Covid-19 we are told there may be a market crash, once again, we're told we should reduce the price for a quick sale.

We've created for you, **our 9 top steps** to help you sell, without reducing your asking price.



THE 9 STEPS

1. Clutter is one of the biggest factors that put people off even enquiring about your property that's before they have set foot in the door.

Like many people you may have lived in the house for quite a long time, maybe outgrown it and your stuff just doesn't fit anywhere?

The challenge with clutter is it just puts the potential buyer off, they don't know what is underneath or behind the clutter. This clouds the potential of the property and hinders someone from being able to envisage how big that room, and the property overall is!

When people are buying a property they want to imagine themselves living there, relaxing, cooking, eating dinner and they cant imagine this comfortably this with being distracted with lots and lots of clutter.

The first thing you should do to start tackling this is go round each room and decide how you can just have the basics on display. For example, in the living room you will want a sofa, TV & stand, coffee table, book case etc. Anything else should be moved until the you have a full asking price offer.

Now the challenge comes to where you store all of your extra stuff? Do you have a loft or Garage you can put it all in (this wouldn't be a problem for the potential buyer as they expect garages / lofts to be full of belongings) Do you need to rent a storage unit somewhere short term? These days they are not that expensive and easy to use to store items when you need the extra space.

You also want to consider if you want to take all of these items with you to your new move? Can you donate to charity, recycle or sell on? Take this opportunity to get ready for moving into your lovely new house which means less work later on when you are packing and can also be rewarding if someone else values from your forgotten items.

2. Decor and Furniture,

now this is a hard one. Everyone's taste is different and when we sell our homes it is easy to forget this and not easy to keep in mind that someone may not have the same taste as us! The challenge is, if the buyer isn't keen on your taste in décor and furniture, this could put them off wanting to buy.

69% of home buyers surveyed wanted neat, clean and neutral colours, so white/magnolia/ cream. They did not want bright coloured wall paper or paint especially if all walls of one room are painted the same.

A trial was also conducted on potential buyers regarding the size of furniture. 15 people went to 2 properties which were *exactly* the same size. Property 1 was filled with large furniture and property 2 was filled with smaller furniture.

In the survey 14 out of the 15 said they would buy property number 2. We can draw from this that simply larger furniture makes your space look smaller, and smaller pieces give the illusion of more space!

So what do you need to do?

If you have got bright coloured walls, wall paper consider decorating and using neutral colours. This will freshen everything up and these colours normally make rooms look clean and lighter.

If you have large furniture consider putting some of it away, garage, storage or at your mums house until your house has a full offer price. For example if you have a large bed, then large chest of draws consider putting the chest of drawers in away to help make your room look larger and feel more airy.



3. Kitchens and Bathrooms. Its common knowledge that these *sell* houses, if you have ever watched Phil & Kirsty, location, location, location, you will know this really is a huge factor.

So if you have got an old Kitchen or Bathroom consider having them replaced or replacing some parts to help you sell the house.

I myself replaced my Kitchen at my last house and got £10,000 over asking price which I was delighted by (a kitchen that only cost me around £4,000).

Now I know this seems a lot but you don't need to spend that much. You could consider replacing the cupboard doors and the worktop which is cost effective and makes a huge difference to the space.

The same goes with Bathrooms, consider having a new one, or you could replace the tiles and flooring, re-do the grout so it doesn't put potential buyers off at the concept of cleanliness and some extra work!

It may be worth the investment to get the right asking price for your property. Not many buyers want to move in and then have to replace a kitchen and bathroom, most buyers want to move straight in and enjoy their new home.

4. First Impressions COUNT. In most cases the first place people will see your property will be online. The photos they see of your house are the tools you will use to sell your property and they have to be right.

You need to take good photographs of the property in order for it to look appealing. There is

no way around it. Properties advertised with good photo's sell faster. This is due to getting more enquiries, more viewings and the right offer.

You need to make sure your property has professional photography. Now in some cases this could be what the estate agent does for you. However check that the person they send out is qualified and will produce the pictures you want and deserve, you can always ask to check these over also. Check out the agent you are considering and see what photo's they have already done and how the properties are presented online.

On the day of the photo's make sure the house is spotless, yes spotless! Hide bins (especially your big wheelie bins) put toilet seats down and clear everything away where it belongs. Give surfaces a great clean including windows, oven doors, bathrooms etc, make it shine.

Give your property the best chance of having great photo's as this little time now will be an huge step to getting the right asking price and the right buyers.

5. Gardens are so simple to get right, yet many of get it wrong and it really does harm the chance of getting a good sale quickly.

Grass should be trimmed, hedges cut back and again all garden clutter put away. If you have the space create a nice seating area for people to imagine sunny days spent enjoying the space.

Remember the potential buyer needs to envision themselves sat in your beautiful garden, enjoying the sunshine and they just wont be able to do that if the grass is long, kids toys all over and one of the fence panels is broken.

We want to create the image of a lovely low maintenance property where there won't be piles of DIY to commence upon moving in!

6. Neighbours... These people can be like marmite, you ever love them or hate them.

Be that as it may, they do have a bearing on if someone wants to buy your home or not.

Here are some common things house buyers can be put off with by a neighbour :

1. Loud neighbours, you can hear them outside (or if your property is attached, inside)
2. Noisy dogs
3. Noisy kids
4. Messy back gardens

So unfortunately, you can't control what your neighbour is or is not doing, what you can do is show your home to absolute best.

You can try to arrange viewings when the neighbours are not there, which would solve the issue of sounds and if you get asked you can be honest and say I can sometimes hear them. Which is not mis-leading them but very different you saying it and them hearing it.

Noisy dogs/ Noisy kids again arrange viewings when the dogs have been taken on a walk or the



kids are not there. Again if asked you should be honest about what the noise is like and again this can be different from hearing it itself and hearing it from you.

Lastly with a messy garden, this is hard as its not yours, you could ask you neighbour if they wouldn't mind tidying it on the day of your viewing? I actually cut my neighbours grass for them so everything would look good for that important viewing.

7. Tenants can put buyers off and can do it without meaning to if you're a landlord selling a tenanted property.

Buyers can also be put off with buying the property and also the hassle of a bad tenant not paying rent.

Firstly put yourself in your tenants shoes, they may not want you to sell the property as they are worried what will happen to them and will the new owner want them out? Therefore they won't always be helpful in showing your property to the best of its advantage.

Therefore these tops tips apply:

1. Make sure your tenant is up to date with rent payments and be prepared to show this when asked.
2. Make sure the tenant is out, at work for example when the viewing happens and you or the agent have time to go before and make sure everything is clean and tidy and your property is tip top shape.

8. Pets, most homes will have a dog or a cat, yet this can be a huge reason for a buyer being put off your property.

From pet hair to smells, allergies and even the pet actually harassing the buyer on the viewing can all factor in to someone not buying!

Therefore make sure your house is immaculate, clean

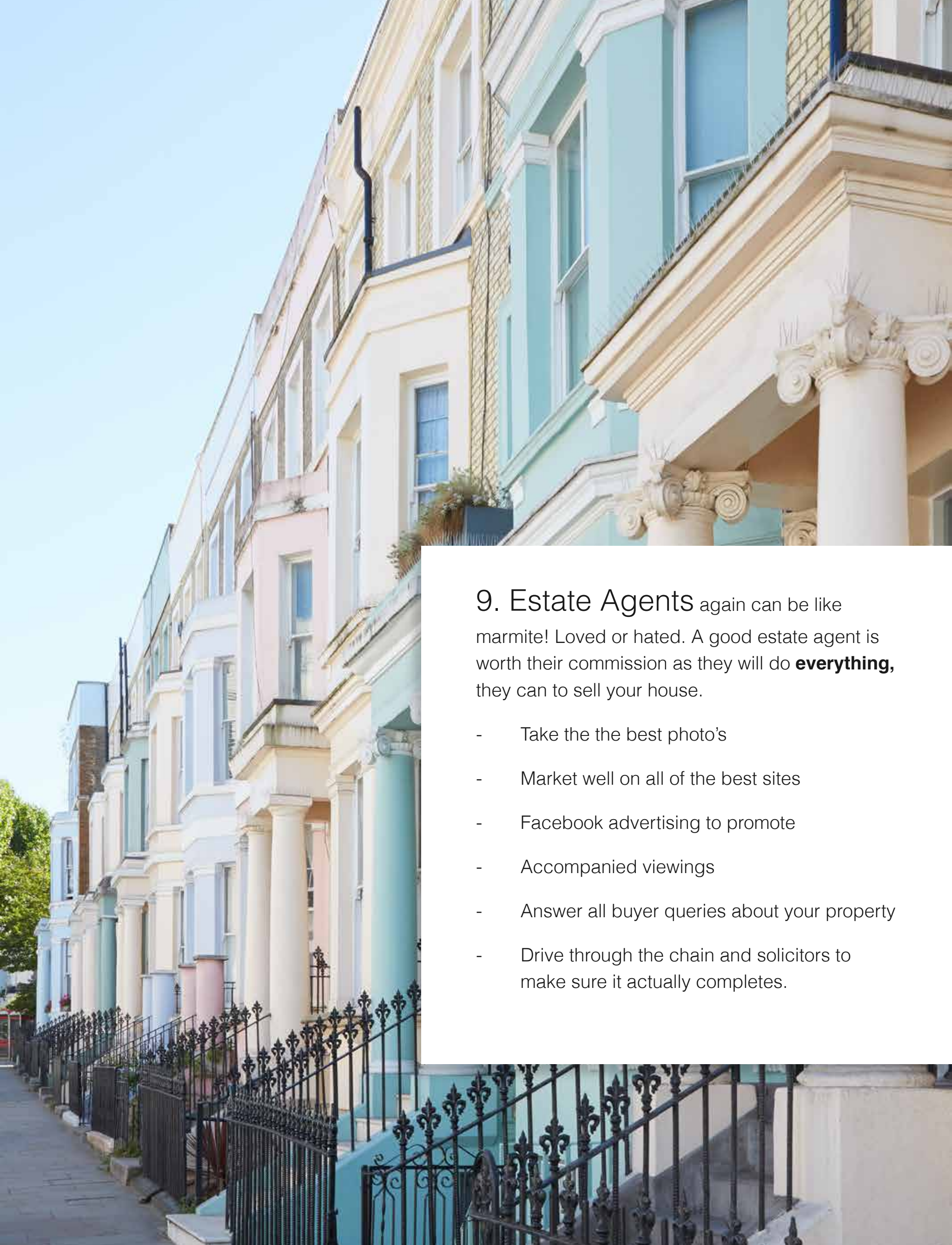
and no stray dog hairs are in the way.

It's a good idea to take our pet for a day trip to a friend or family member to look after while the viewing happens, this gives you time to air your house in case of any smells and clean up, it also will help the buyer to have a good look round with out any interference.

If asked you should tell them you do have a pet and that's its out at the moment, again,

the aim here is not to be misleading, just showcasing your home to the best we can!





9. Estate Agents again can be like marmite! Loved or hated. A good estate agent is worth their commission as they will do **everything**, they can to sell your house.

- Take the the best photo's
- Market well on all of the best sites
- Facebook advertising to promote
- Accompanied viewings
- Answer all buyer queries about your property
- Drive through the chain and solicitors to make sure it actually completes.



When I sold my last house and was looking for my new home, estate agents used to drive me doolally , not answering my calls, not responding back to my emails and also not bothering to call me after the viewing.

It made me feel like they weren't bothered about my house selling and that is not helpful when you're putting in a lot of effort yourself to get it to sell. As we say, they are looking to earn a commission too!

A good agent will NOT do all of the above, they will go above and beyond to make sure you get the right price for your property and its as hassle free as it can be. These agents work for your repeat custom!

Again don't be fooled by expensive agents these sometimes can be worse than the more affordable ones.

Find an agent who is passionate, cares, and you know will do a good job, check for reviews and testimonials too!

Give your agent 3 months and don't be afraid to move agent if your house is not selling, after all, you have the right to!



CONCLUSION

Selling your house can sometimes seem like a bit of a battle, but if you have the right plan, the right team and the best contacts on your side it can be a breeze!

We hope you've found our 9 step plan helpful and please get in touch if you're having any difficulties with selling your property, we're here to help!

Don't forget to book in your free consultation with our expert team with this download, check your email for your invite.

We'll see you soon,



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