

# How to perfect your presentation



Have you ever wondered why some homes sell for more money than other similar homes? Have you ever wondered why some homes also sell more quickly? It's all about your presentation.

How your home is presented and how your agent presents it with the photos they take. The good news is - you are in control of both. You just need to know how to take control!

Put yourself in a buyer's shoes. A buyer will look at a number of houses on the market for sale. Most buyers will have a set budget, they will know roughly where they want to live and also how many bedrooms they would like / often need. These buyers will look at a range of properties. They will compare them. They will decide which home is best for them.

Basically, your home is for sale in competition with other properties, not in isolation.

Therefore, in order to get the best price and indeed attract people to view in the first place, we need to make sure your home is looking its best!

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# HOW TO PERFECT YOUR PRESENTATION

We sell real homes for real people. Families who have children, people who have pets. Couples who have lived in the same home for years and those who need to move through circumstance.

Some homes are naturally immaculate. It's the way some people live. However, for the majority of us, our homes are lived in. They are an extension of us!

The good news is property styling isn't complicated and it needn't be expensive. You just need to know those key areas you need to get right.

## Clean and declutter



There are some essential basics and this begins with cleaning and de-cluttering, inside and out.

You need to make sure your home is sparkling clean. Look at de-cluttering, not as a chore but as a way of minimising your contents and getting items boxed up ready for moving day.

The cost of doing this is nothing other than your time.

## Touch up the decor



How does your decor look?

Be honest and critical of yourself. Little chips, grubby marks, peeling wallpaper and damp stains will all be noticed. It could affect your sale and it will almost certainly affect the price you could achieve. Take the time to perfect it.

A fresh lick of paint can make all the difference. Decorating is one of the lowest cost things you can do to perfect your presentation but equally can give the biggest return!

### Remove some furniture



Less is more, so if you have too much furniture in your home, see what you can remove.

For example, do you have six chairs around your dining room table? Would it look better with just four? Or how about if you removed an armchair from your lounge? Would it look more spacious?

These are just some of the things we look at when trying to show a room off at its best.

### Invest in new accessories



If you really want to speed up your sale and also achieve the best possible price, you may need to consider investing in some new accessories for your home. These may cost, but the great thing is you can take them with you. Here are a few simple suggestions for you.

In the bedroom consider changing your bedding for crisp white with a luxurious throw and plumped cushions. Add balance to your room with matching bedside lamps. If your lounge needs some new life injecting into it, why not add a thick rug and plumped cushions. In your bathroom, invest in new fresh towels and hide away everyday bathroom products. Give it a luxurious look with some posh bathroom goodies.

Start thinking like a 5-star hotel would think!

## Choose your agent carefully



### You are in control

You are in control when it comes to how your estate agent presents your home.

It is simple. Pick the best agent for you. Pick an estate agent which knows how to market your property and really show it off. Pick one which sells homes like yours. Pick one which gets proven results.

Perfect presentation is needed from all angles!

**At JDG Estate Agents we have lots more ideas of how to perfect your presentation, many of which would be tailored to your own home.**

**If you'd like an informal chat over a cup of coffee, please get in touch. You can email me at [michelle@jdg.co.uk](mailto:michelle@jdg.co.uk) or simply call me on 01524 843322.**