



What do we have to do to sell?

In an increasingly competitive market place, we know that as long as your property is priced attractively, it will sell. However, many people spend a fortune on improving their homes expecting at least the cost of the improvements to be returned to them via an increased sale price. This can be a mistake, as 90% of a property's value can usually be attributed to its location and size - the two things you can't change!

Our advice on this is to be careful. Certainly, improve your home to make it appeal to prospective buyers, but your primary objective should not necessarily be to add significant value, but to enhance saleability. This means making your property more desirable than the other properties currently on the market at about the same price.

You can make any property desirable simply by quoting a price which makes it look amazingly good value next to the others, which may themselves of course be overpriced.

Before deciding to make specific repairs or improvements, take a few hours to study comparable homes already on the market i.e. your competition. These days, photography plays a greater role in selling a home and often you will find multiple pictures showcasing the key rooms. If, for example, most of the homes on the market have upgraded kitchens, you should concentrate on fixing your kitchen.

"Home Staging" has become a big business in America. Although our appetite for this in the UK might be somewhat more pragmatic, the goal remains the same - to neutralise décor, remove personal identity and ensure that your home appeals to buyers of all tastes and preferences. Say to yourself, "This is not my

home; it is a house - a product to be sold much like a box of cereal on the supermarket shelf."

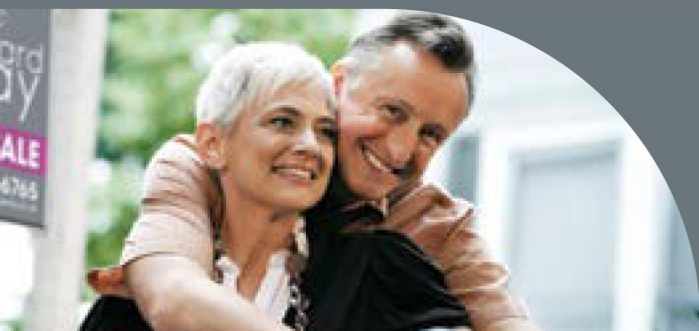
The key is not to rely on your prospective buyers' intuition! Make it easy for them to imagine how pleasant it would be to live in your property, and you could well prompt an early sale.

Andrew has been an estate agent for over 30 years. He sets the ethos for honesty and going the extra mile, helping people move home with the minimum of stress. He has a passion for photography and looking at the finer details of the way your home is presented.

For free advice, or to have your home valued contact Andy on 01245 266765, or email ahunt@leonardgray.co.uk



Always here for you.



For more advice and articles like these:
leonardgray.co.uk/publications
property@leonardgray.co.uk

01245 266765
leonardgray.co.uk