



9 Ways To Make  
A Good Impression  
When Selling Your  
Home

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## 9 WAYS TO MAKE A GOOD IMPRESSION WHEN SELLING YOUR HOME



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# Welcome

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Hello, My name is Mark and I'm the founder and CEO at Nicholsons Estate Agents.

Since 2019, we've been serving the people of Bassetlaw, and during that time we have helped countless clients to sell their homes.

The simple days of being able to bake biscuits to impress people viewing your home and hook them with a sense of nostalgia are behind us as in today's world people who are viewing a home have a much different lens through which they view your property.

So we have created this guide to help you.

I hope you enjoy the guide, and if you need anymore information please feel free to reach out via any of the contact methods on the final page of this guide and me or one of my team will be happy to help.

*Mark Nicholson*





# Don't Ignore The Exterior

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Gardens are high up on priority lists, make sure whatever porch, lawn or other exterior area you have are neatly manicured, well decorated and as inviting as any other room in your home.

Add colourful flowers to create a more inviting space, and spend some time feeding the lawn before viewers start coming by. People will judge your home within the first 8 seconds, and what they see in the first 8 seconds is the exterior!

On top of manicured gardens and inviting exterior spaces, make sure that your perimeter is well established and boundaries like fences and walls are maintained, repainted or fixed. Make sure windows are washed and that exterior walls are cleaned and well painted.

Pick up any litter, rake up any leaves and trim hedges so that from the minute a potential buyer arrives, they feel good about the property and that they won't be buying someone else's mess.





# Create A Home Office

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Even if you don't personally work from home, chances are someone along the viewing way will. Its important to stage your home to show potential buyers how they could use it, not how you are using it.

Even if your space is open plan and a viewer could easily put a desk in anywhere, stage one so that potential buyers can imagine themselves in your space!

Another great tip is finding a way to illustrate the quality of connectivity which will be important for working from home. Consider having music videos playing silently on a television so that people sub consciously recognise the internet capabilities.

The key takeaway here is illustrating that your home can be used as a functional and productive workspace.



# Decor

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When potential buyers come to view your home, they imagine themselves living in your space. Even though they understand your decor will not be there if they live there, it doesn't make them aspire to want to live there if your decor is outdated or an extremely specific, unusual or eccentric taste.

Go for neutral colours, crisp white walls, clean and uncluttered counter tops.

If your property is open plan, then use your furniture to create different areas like dining spaces, lounging spaces, kids play areas etc to again, illustrate how the space can be used.

The key takeaway here is create a clean, bright space so that people can imagine themselves and their furniture in your space





# Little Touches

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Consider the time of year, if its winter, put out a few extra throws, blankets, pillows to create a warm and cozy environment. If its summer, consider fresh flowers, wide-open windows or doors so that people are nice and cool when they enter.

Always make sure your home smells nice, so that you tap into all of their senses. If you have a particularly good view, make sure those blinds or curtains are already open, or that there is a seating area facing that way!





# No Kids & Pets

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People feel that they are intruding in your personal space if your child is perhaps crying or watching a show in a certain room. You want people to dwell in your space at their leisure for as long as they need to imagine themselves and get a good feel for the space.

Similarly with pets, some people might be allergic or even afraid of animals and would put them in an uncomfortable situation.

A good idea here is to let your agent handle the viewings - that way you can head out with the kids and your four legged friends.





# Light & Bright

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Ensure all the light fixtures in your home work, lights don't flicker and that all bulbs are functional as well. Allow people to see your home in the best light and turn on any lights that they want to.

Similarly, make sure that all your windows and window trimmings are clean and can open to allow as much natural light as possible.



# Repairs

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If there are any repairs that need to happen in your home, make sure you do them before putting your house on the market.

This can be as simple as repainting or as big as an unfinished bathroom. You want people to see your home in the best possible condition.

It might seem counter intuitive to spend money on your home before selling it but it is imperative to create as few issues as possible for potential buyers to achieve your asking price and give them less leverage to negotiate.





# De Clutter

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De clutter and remove any eyesores. Nobody wants to see your hobbies or filing strewn across the space.

Especially big items like golf clubs should be packed away to allow ease of movement, but also to not raise concerns about cupboard and storage space in the home.

With that being said, also don't shove everything into cupboards because viewers will most likely want to open cupboards as well!

Its the perfect opportunity to declutter for your move as well!



# Squeaky Clean!

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Make sure spaces, especially the kitchen and bathroom are thoroughly cleaned! Ovens should be sparkling like new and toilets and bathtubs bleached!

Nothing puts off potential buyers like dirt and germs!





# Why we can help you

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Selecting the best agent to help you sell your property is a big decision, especially with so much already going on in your life. Here's why we like to think you'd be wise to choose us to work for you.

## Experience

We've been helping the people of Bassetlaw buy and sell their property since 2019, collectively our team has more than 40 years experience, and during that time we have helped hundreds of clients to sell their homes.

## Marketing

With the largest following on social media of any estate agency in Bassetlaw, AI targeted advertising, presenter led videos and virtual tours we can offer the greatest level of market exposure in the district. Simply put - we place properties on more screens and in front of more buyers - giving you a better chance of securing a sale.

## SecureMove

Selling a property is stressful enough without the worry of a sale falling through once you've found a buyer.

To reduce the chances of a transaction falling through, Nicholsons have introduced a solution called SecureMove, which reduces stress, significantly speeds up conveyancing times and makes property sales more reliable by reducing the fall-through rate dramatically.

[Click here](#) for further information

## Reviews



What can I say ?!!

I would highly recommend Mark and his team at Nicholson's Estate Agents; my house sold subject to contract in TWO DAYS of promotion and before going on Rightmove.

Mark's professionalism and knowledge of the business is without question. He leaves you feeling encouraged and assured that your house will sell if marketed at the right price. In addition his admin team keep you in the loop and update you on a regular basis on how your sale is progressing.

In my opinion they are a highly reputable company and go the extra mile for their clients.

My house sale is now completed and took 12 weeks from start to finish. I would strongly advise anyone to take Mark's advice when choosing a solicitor to act on your behalf.

**Need further help?**

**Get in touch by using the contact numbers or email address below.**

**Scan the QR code to visit our website or click the WhatsApp symbol to start a conversation.**

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