



A Guide on How To
Present Your
Home To Achieve
The Best Sale
Price.

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Welcome

Hello, my name is Mark and I am the founder and CEO of Nicholsons Estate Agents.

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

We have found that the key to selling any property is the right price, presentation and market exposure

So we've created useful guides on each of these factors to help you sell your property.

If you would like more advice, get in touch with our team, we would be happy to help with no obligation.

Mark Nicholson



Introduction

The aroma of coffee brewing in the kitchen, fresh flowers on view and gentle background music. These are some of the better-known tips many sellers use to help make their home inviting to potential buyers.

There are many other ploys you can use when marketing your home to maximise its full potential. Some may seem more obvious than others, but you'd be surprised how many people overlook the basic rules when presenting their most valuable asset.

We have put together this 'Presentation is Everything' guide to help our clients 'set the stage' when marketing their home. Create the right atmosphere that goes with the property and the right amount of space for buyers to see themselves living there.



Outside

First impressions do play a huge part in successful house selling. Make sure your property looks well-cared for from the outside. Sweep the pathways, remove the bins, clear the area around the front door and give it a good clean if needed, including the front door and its fixtures, tidy the garden and add a few in-season plants to make the outside look more inviting.

A scruffy exterior and peeling paintwork can be a big turn-off for the majority of buyers. So a fresh lick of paint to the front door and window frames if they're looking tired, can make a big difference. This is a potential buyer's first impression of your home, so make sure it's a good one!



Hallway

While the hall may just be a walkthrough, it's crucial to create the right impression to get the viewing off to the best start.

Clear as much space as possible.

Things such as pushchairs and children's bikes should be moved elsewhere. If it's a small space try to replace the hall table with a small shelf for post and keys. A mirror can also help make a hallway feel bigger.

Co-ordinated accessories or pictures will add some interest and the right lighting will set the right scene.



Kitchen

The kitchen and bathroom are the rooms many regard as the most important and are often key to securing a sale.

The kitchen should be spotless, so a good clean to remove any unsightly grease or grime 'spots and spills' is a must. Remove as much clutter as possible from the work surfaces, leaving only a few gleaming utensils, matching cooking jars and the odd cookbook on display to create a 'useable' environment. Everything else such as piles of washing, pet's food bowls, children's' artwork and shopping lists on the fridge should be filed away.

If your units look tired, try painting them a neutral colour and add some inexpensive modern handles found in most large DIY stores. Consider replacing the doors if they're beyond repair with off-the-shelf ones. This should help to transform the look of your kitchen.



Bathroom

A spotlessly clean bathroom is essential. Taps should sparkle and the areas around them free from limescale. Mirrors should be polished, tiles should be scrubbed to remove any mould from the grouting and toilets should be cleaned, bleached and left with the lid down.

Always replace your shower curtain with a neutral new one or a more contemporary screen where possible. Add some new fluffy towels for a touch of luxury.

Clear away any shampoo and other similar clutter, leaving a few quality toiletries on show. Try to make as much space as you can by keeping any toys, potties, baby baths and other items that can make the room look smaller, out of sight.



Living Room

Less is definitely more here. Fewer things in a room will mean fewer distractions to the eye of the viewer and more importantly, the bigger the room will appear! You may be moving because you've run out of space, but you must avoid leaving the impression with any potential buyers that your property is cramped or too small.

Try to smarten up any tired furniture. A throw will cover that worn sofa or co-ordinated cushions can distract the eye, but keep them neutral and unpatterned. It's important if you have a fireplace to make it the focal point of the room, not the TV! Again, de-cluttering is important. Clear the mantelpiece, window sills and other display areas, leaving just a few co-ordinated objects. If it's winter, have the fireplace ablaze and really draw attention to it!



Dining Room

There has been a recent trend towards painting dining rooms bright intense colours. These may look nice and cosy at night, but the next owner may wish to use the room for another purpose, such as a playroom or office.

Help them envisage the room being used in a different way by repainting it in neutral shades. If you don't have a separate dining area, create a well-defined eating space in the lounge area.

This will mean placing a table and chairs away from the sofas in order to create the space and may also mean placing some unessential items of furniture into storage until you have sold.

If your living room is too small to incorporate a defined eating area, you could apply the same method to your kitchen.



Bedrooms

Statement walls, carpets and curtains, colour co-ordinated bed linen, bedspreads and a few scatter cushions not only create that much needed 'wow factor', but add the sense of tranquillity and calm, which a buyer will want to experience when they walk into the main bedroom.

Patterned and brightly coloured bed linen can make the bed appear larger than it is and shrink the room.

Try not to over-accessorise. A few framed prints, cushions and one or two perfume bottles on display can help make the place looked lived in without overdoing it.



Children's Bedrooms

Many DIY and home stores are now selling matching storage boxes, making it easy to get the children's 'paraphernalia' sorted and tidied away.

Over-the-top themes such as Avengers or Frozen may need some toning down to help a buyer envisage their children of different ages or opposite sex playing in there.

Removing boy band or similar posters is also recommended but may take some persuading and no doubt some incentives!



Back Garden

Can I maintain a garden without it 'taking up' every weekend? Can I relax out here with a glass of wine in the summer? Will the children be happy playing here? Is the garden overlooked?

These are the questions people will ask themselves as they step outside into your garden.

Put yourself in their shoes and try to create the haven they'll be looking for. The garden should appear as low maintenance as possible. Ensure the grass is cut, the patio swept and there isn't a weed in sight. Add a few more plants to provide colour if you haven't any already.

If you're selling in winter-time, add some evergreen plants for that year-round greenery.

Add some style to your garden with some galvanised steel planters or terracotta pots, filled with box shrubs or fashionable grasses.

Keep children's toys to a minimum and try and put them in one corner or even away in the shed. This will help your garden appear bigger.



Why we can help you

Selecting the best agent to give you advice and 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.

SecureSale

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 SecureSale, which reduces stress, significantly speeds up conveyancing times and makes property sales more reliable by reducing the fall-through rate dramatically.

For further info click [here](#)

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.

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