



REGAL
— ESTATES —

HOW TO CREATE A GREAT
FIRST IMPRESSION
THROUGH PRESENTATION

Have you ever wondered why some homes sell more quickly
and for more money than other similar homes?

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It all comes down to first impressions...

Presenting your home in the most appealing way, and with quality photos, is the key to getting buyers' attention. As buyers are searching for homes, they will come across many houses similar in price, size and location, so in order to ensure your home stands out from the crowd you must make sure it is looking its best.

Buyers can be put off by a number of things including cluttered homes, tatty décor, dirty kitchens and bathrooms, and dark, dingy looking rooms. Focussing on a few key areas can make all the difference and make your home more appealing than other similar homes.



1. Firstly, clean, clean, clean...

When buyers are viewing homes, they want to be able to see themselves living there. If your home looks tidy and feels clean then people are more likely to be able to imagine this. Giving your home a spring clean will leave it looking (and smelling!) fresh and appealing.

Also, think about de-cluttering. Not only will this make your home look larger and more spacious, but it will also mean you can start boxing up your belongings ready for moving.

You might even be able to make a few pounds selling things that are no longer wanted, giving you some cash to buy things for your new home.



2. Touch up the décor...

Another thing people are looking for is a home they can move into which doesn't need a lot of work doing. Take a look around your home – chances are there are a few chips, or grubby handprints on the paintwork.

You might even see a few corners of wallpaper peeling off, or maybe some damp stains. Digging out the paint pots and touching up those areas that need a little attention can make all the difference. Remember you want people to notice the positive aspects of your home and not be drawn to any negatives.



3. Remove some furniture & Use mirrors to add brightness

Rooms filled with furniture can often look small and less inviting. If you are able to remove some larger items of furniture, your rooms will look more spacious and open.

Have you ever noticed that show homes have lots of mirrors on the walls? Not only do mirrors give a perception of space, but they reflect light around the house, particularly in areas where there is little natural light such as inner hallways. Placing mirrors in darker areas of your home will give it a feeling of space and brightness.

5. Make use of statement lamps and lights

Creating an appealing atmosphere is another way in which your home will stand out, and a great way to do this is through lighting. Hanging a statement chandelier above your dining room table will give a feeling of grandeur, whilst a few strategically placed table lamps can brighten dark corners, and highlight interesting features. But remember to make sure you turn on your lights for viewings.

6. Create a luxury bathroom

Everyone loves the idea of a bathroom sanctuary, so do away with the everyday shampoos and toothbrushes and create a place where people want to pamper themselves. Dress up your bathroom with some new fluffy towels, and add a few luxurious looking bathroom goodies. Add a nice scented candle or reed diffuser to complete the impression of a luxury spa rather than everyday bathroom.



7. Dress that kitchen

Unless you're in an episode of 'Bake Off' a cluttered kitchen is a big no-no!!!! Tidy away unnecessary items on the kitchen counters, dress it with some nice flowers, or a vibrant fruit basket, and maybe leave an open cookbook to the side of the cooker so people can imagine themselves preparing for an extravagant dinner party.

If you have a dining space then lay the table for dinner, and don't forget the ambient lighting to set the whole mood.



8. Give each room a purpose, and finally ... clean, clean, clean

If you have a room that you use for junk, then clear it up and turn it into a stunning extra bedroom, or study, or playroom. Give buyers the opportunity to see the potential in your home, and how it can be best used.

We started with this, and it can't be emphasized enough. Wipe down cupboard doors, vacuum under the sofa, clean the taps so they sparkle! Add scented candles throughout, and put crisp, clean sheets on the beds.

Essentially, make people feel as though they have walked into a showhome when they step into your home.

For more ideas on how to present your home so it stands out from the crowd, Contact Regal Estates on:

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