



# How to Get the Most out of Viewings

**Now you have signed a contract with an estate agent, you need to get your home ready for viewings and give your house the best chance of selling. First impressions count so put yourself in the buyers' shoes and think about how you can enhance your property's draw.**

Consider its "kerb appeal"; the first thing potential buyers will see before they even get past the front door. Here are some things to look out for:

- ✓ Does the front of your house need smartening up?
- ✓ Could the front garden be tidier?
- ✓ Would the front door look better with a fresh lick of paint?
- ✓ Could the front windows do with a clean?

Look at the inside with a critical eye too:

- ✓ **Keep it clean and tidy.** De-clutter and use sensible storage. Potential buyers will want to visualise how they can fill the space
- ✓ Undertake any **minor repairs** that need doing so buyers will need to really try hard to find any negatives
- ✓ If you want to re-decorate, go for **neutral tones**, which will appeal to a wider audience
- ✓ Make your house **comfortable**, cool on hot sunny days and warm if it's winter
- ✓ Banish smoke or pet **odours**. Open the windows, brew some fresh coffee and add finishing touches such as fresh flowers, to brighten the place up
- ✓ Bring out the **best features** such as fireplaces and use mirrors to increase the sense of space.

## Negotiating offers

Once you have received an offer, be prepared to negotiate. But remember, you don't have to sell to the highest bidder. A lower bidder might be better if they:

- ✓ Are paying cash (so don't have to wait for mortgage approval)
- ✓ Already have a mortgage "agreed in principle"
- ✓ Don't have to sell a property first (they could be first-time buyers or investors) or are in a short chain
- ✓ Can fit in with your timescales better than other buyers

\*The above information is a guide. Please do your own due diligence when investing large amounts of money.

If you are buying from a developer, see if they will offer a part exchange to buy your property from you.

Once you have accepted an offer you will probably be asked to take it off the market. It's your decision, but if you do, tell your agent that if the sale has not progressed after two weeks you'll want it back on the market.

## If it's not selling...

- ✓ Ask your agent why they think it's not selling. What's the feedback from viewings?
- ✓ Can your estate agent 'freshen up' your property details on Rightmove with better photos and a more engaging description?
- ✓ Was the exterior photo clearly taken a long time ago in a different season? If so, ask the agent to take a new one
- ✓ Do you need to reduce the price?
- ✓ If a survey revealed a problem that led a buyer to renegotiate or pull out, consider getting repairs done.

Feel free to give us a call on  
**0845 026 8527**

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[www.RightEstateAgents.co.uk](http://www.RightEstateAgents.co.uk)

