

"Power dress" your property for success!..

A first impression is most certainly a once-off luxury, never to be repeated again. 50% of clients will make an instant decision on whether or not they are interested in your property just by what they see at the onset, from the outside..

Outside:

- ✓ Tidy up your garden / yard – cut the grass, trim edges, clean flowerbeds, trim shrubs & over growth, discard dead plants & garden rubbish (you do not need to have a designer garden – just a well kept, neat one)
- ✓ Remove your pets & their droppings
- ✓ Keep your swimming pool sparkling clean
- ✓ Clean garden furniture & display with bright cushions / umbrellas (remove dirt, rust, torn cushions, etc)
- ✓ Pack away garden tools, other clutter
- ✓ Pack away kids' toys, bicycles, etc
- ✓ Check, wash, paint or repair gutters, woodwork, window frames & ledges, garage doors, roof, roof tiles, gates, burglar bars, outside light fittings & bulbs, fences, steps, sprinklers
- ✓ Wash windows & exterior walls, replace broken windows
- ✓ Repair leaking taps
- ✓ Oil squeaking hinges
- ✓ Ensure no loose or unsightly wires are hanging from your property on the outside
- ✓ Ensure the dish or TV antenna is securely fixed
- ✓ Ensure that the roof does not leak
- ✓ Clean & un-clutter your garages
- ✓ Ensure the outside quarters are clean & not smelly
- ✓ Clear the pathway from your entrance gate to the front door of your property – buyers want to access your property without effort
- ✓ Lock pets away safely so that they do not annoy or threaten visitors.
- ✓ Make sure the entrance to your house leaves a good impression! Ensure the door bell is working!

Inside: (Appeal to all the senses of the potential buyer – they want a new home)

- ✓ Spring clean your house, freshen up appearances
- ✓ Pack away clutter / loose articles/ toys & throw away junk, old magazines (you might be moving soon anyway – get a head start)
- ✓ Vacuum all animal hairs from your furniture & carpets. Wash & clean animal bedding & cages
- ✓ Wash carpets and mats if necessary
- ✓ Fix up what is broken / faulty – lampshades, bulbs, switches, electrical plugs, leaking taps & toilets, loose door handles, window arms & latches, curtain rails, oil squeaking hinges & doors, unclog drains, broken mirrors & tiles
- ✓ Repair fine cracks with filler & paint where necessary
- ✓ Ensure bathrooms are gleaming and clean – no grime, no mould, no odours, etc. Put some potpourri, essence or good smelling soap in the bathrooms, but do not over do.
- ✓ Ensure towels in bathrooms are fresh and clean. Put fresh linen on beds and ensure all beds are made
- ✓ Neutralise cigarette / tobacco odours – brew some coffee, bake a pie, fry some onions...
- ✓ Open all curtains and windows to let fresh air and sufficient light into the house
- ✓ Switch on all lights (especially at night)
- ✓ Turn the TV or music down (restful music will aid a good feeling). Create a warm, friendly & homely feeling. Do not shout at your animals, your kids or your spouse – you can do that later
- ✓ Control inside temperature if at all possible – especially during winter months
- ✓ Place mirrors strategically to illuminate dark corners
- ✓ Kitchen, oven, sink, counters & floor must be spotlessly clean – NO dirty dishes standing around
- ✓ Put some fresh flowers in a vase (especially on show days) if possible.
- ✓ Do not tag along and do not allow your children to tag along either – your agent is well equipped to inform buyers of all the features of your property. Do not interfere. Allow the agent to do his / her job.

Ask yourself – would I fall in love with this property if I saw it for the first time?