

your

HOME SELLING GUIDE

tips for a **successful** sale

HASLAMS

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haslams.net

No one is more at home in Reading than Haslams

maximise your property's value

Improving your saleability

Adding value to your home

Exterior of property

First impressions are so important when prospective purchasers view your home and sometimes a few minor changes will make a huge difference so...

- Remove old sheds and paths
- Check appearance of drive - weed and make good
- Paint garage door as well as untidy window frames and exterior paint work
- Make sure windows, guttering and exterior doors are all in working order
- Prune overgrown trees
- Fill in old ponds and old sand pits to maximise the lawn area
- Place seasonal potted plants by front door

General improvements

Minor repairs are worthwhile as they make your property easier to sell at a good price. But don't get carried away!

- Remove clutter inside/outside the property (put decorative ornaments etc and bold personal statements such as artwork or furniture out of sight)
- Improve or modernise the kitchen (update handles, clean units and clean appliances)
- Clean the bathroom (replace shower curtain if worn or colour faded, wash tiles and re-grout if needed, place fresh towels and fragrance the room)
- Clean carpets throughout the property and ensure all floors are clean and tidy
- Ensure rest of property is clean and smells nice

Viewings

- Buyers will feel more relaxed when viewing your property if they are shown around by one of our experienced representatives
- Low lighting on a dull day can make your property look inviting
- Make sure your property is warm on cold days



small changes make **big** a difference

Market conditions will vary and an experienced agent will advise the best course of action however it is always more appealing for a vendor when an offer is made on their property from a prospective purchaser who has a property under offer or is currently on the market

Valuing and pricing your property

Our experienced staff will give you a careful valuation based on:

- The current market
- Similar local properties
- Location
 - Condition and presentation
 - Historic price data from the Land Registry

Home information pack

Before you can start marketing, you need a Home Information Pack (HIP). This provides essential information about your property such as proof of ownership, a property information questionnaire, standard searches and an Energy Performance Certificate. Haslams can assist you in its preparation.

Attracting buyers

Haslams will market your property with a combination of:

- Web advertising
- Email alerts
- Local press advertising
- Clear and informative particulars
- Sale board
- Prominent town centre offices

