

2023

Tips for selling and conducting viewings on your home



L&Q

If the thought of handling the viewings of your home yourself fills you with dread, use this simple guide for some useful hints and tips on selling your home.



Getting prepared	4
Going to market	6
Get ready for the viewings	7
Knowing what people want	8
What will they want to check?	11
Is your home in warranty still?	12

Getting prepared

You've made the decision to sell, and now you want to maximise the amount of interest you get in your property.

Get started by making your home as presentable and appealing as possible to a viewer.

Before you even get photography done you may want to do some of the following;

- **Declutter:** This is so important! Messy and cluttered spaces are unappealing, and people can't often see past this. They may also think if you struggle for space, so will they. Buyers do not want to buy your home, they want to buy your house and then make it theirs, so, clear away the clutter and show off the wonderful spaces within your home. Buyers will also be able to imagine their own belongings fitting in nicely and it's one less thing to worry about when you move!
- **Clean and freshen up:** A bright and clean space allows for so much more light, don't forget to clean your windows too, which can transform the light in your home! Lovely zesty scents are also really appealing to viewers and don't forget to eliminate all bad smells wherever possible, from things such as cooking, smoking, pets or full bins. Fresh flowers and reed diffusers are good.
- **Accessorise:** Make your home look pretty and appealing with some pops of colour, think cushions, bedspreads and crockery.
- **Check the externals:** If you are selling a house, stand outside and look at it with a fresh pair of eyes, be self-critical and decide if there is anything you can do to improve the kerb appeal. If you are in a flat, it's just as important to keep the approach to the front door welcoming and clear from clutter.
- **Show off your garden or patio:** These are huge selling points, so check your outside space is presentable. For the winter months, think about how you can use lighting to still show off your space. Lighting can also work beautifully in photography.
- **Decorate and repair:** Just touching up tired walls makes a huge difference and gives your home a new fresh feeling. Also, attend to any minor repairs such as broken sash cords, missing doorknobs, exposed wiring and so on, also, replace any light bulbs that need changing. Buyers may mentally reduce the value of your home every time they see a problem that needs fixing.



Going to market

Now you're ready for photos.

This is what people will see first of all, so by giving your home a freshen up, professional photography will help to get those viewings booked in.

Pay particular attention to your kitchen and bathrooms, these are often what sell homes.

Before your home goes live online, a full description will be done and we will work with you on this. It is your opportunity to show off all of the best features of your home and what makes it special. We want to grab the buyer's attention and get your home to stand out from the crowd.



Get ready for the viewings

Now that you have some people booked in to view your home, don't forget some basics.

- **First impressions:** First impressions really count, so make sure your doorbell works, your home is warm and inviting and if it's later in the day, that there is plenty of lighting to guide people in.
- **Timings, numbers and ambience:** If you can choose the times that viewings take place, opt for the best time to show off the light within your home and any outside space (if you have any). Would viewing at rush hour, or after dark, hinder your viewings? Consider that people may feel like they are intruding, so limit your viewings to one at a time wherever possible. You can also give your viewers your undivided attention and start to build a rapport with them. Cats, dogs and children can get in the way, so, as much as you love them, try to keep them quiet or out of the house, and you may want to turn off your music too.
- **Outside inspiration:** If you have any time at all, it's a great idea to visit a show home and pick up some further hints and tips. Most importantly, to see for yourself the minimum amount of furniture needed!



Knowing what people want

If you've got some viewers booked in, they already know the basics about your home, but at the actual viewing, they'll want the details.

Some of the most popular things people want to know about are;

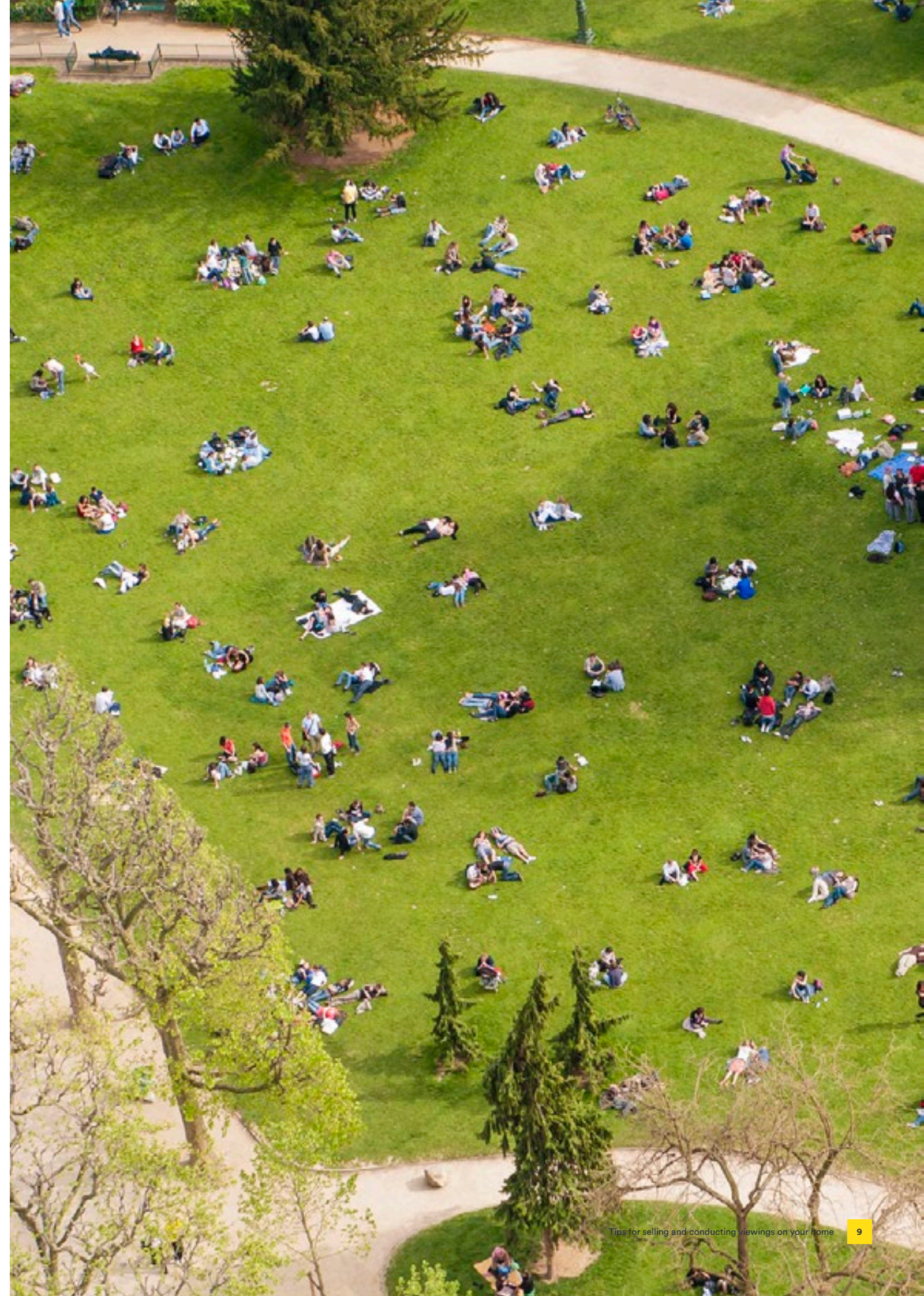
- **Parking:** This is high on the priority list for buyers. Although basic details will be in the online description, buyers will want to know the full details, for example is there ample on-street parking, is the area within a permit holder zone? Be as prepared as you can be with the information buyers want on parking for themselves or any friends and family who may visit.
- **Outside space:** Whether you have a balcony, roof terrace, garden or communal area, buyers are favouring homes with outside space over those with none. If you don't have any outdoor space, it's worth showing where the nearest woodland, parks, or green spaces are. Some buyers are willing to compromise here, so don't forget to mention these.
- **Local area:** People will be buying into the area as well as your home, so bear in mind all of the great selling points about living where you do. What have you loved about living there? Think about supermarkets, transport links, the neighbourhood and community etc, these all help to sell the home, and the lifestyle.

Also, different buyers want different things. If your property has three bedrooms, it will most likely appeal to families, so highlight anything in the area that is great for them and don't forget schools. Similarly, if you have a one bedroom home it may be a young professional or couple looking to buy it, so they may be more interested in the gyms, bars or commutability factors.

- **Storage space and potential:** Give your viewer plenty of information about storage, anything extra is a big advantage and won't necessarily have been included in the photography. Loft spaces and basements are very appealing.

Also, people love to add value to a property. If there is any opportunity to extend or convert be sure you mention this too.

Also, here's your chance to make this personal! Tell them what you love about the property, does it have a fantastic shower? Lovely airing cupboard? Good neighbours? Light in the daytime? Tell your viewers why you have loved living in your home, they will appreciate the small details which an estate agent won't know.





What will they want to check?

It's likely that serious buyers will come prepared and there are many checklists available online for them to bring with them, most people will bring the property details and floorplan too.

Energy efficiency and boiler

If you have anything at all that is energy efficient about your home, this really is a huge selling point right now! Viewers are likely to ask what the monthly bills are like, and if there is a smart meter. On their way around your home, they are likely to test things like light switches, power sockets, taps and toilet flushes.

Viewers will certainly want to know how old the boiler is, what the service history is and where it is located.

Anything that you can do to highlight energy efficiency will be beneficial here. If you have a glowing EPC Report, this is a real bonus!

IT and connectivity

Most homes nowadays rely on a fast broadband connection and with many of us working from home, this has become one of the most important things for buyers. If you have a great broadband connection, or there is a good mobile signal in the area - highlight this to the viewers.

The surrounding area

People from outside the area may want to know about the local area, the schools and shops, transport links, noise levels and commuter times. People may also be interested in things like the crime rate, how safe does it feel in the area after dark?

Cosmetics of your home

Viewers will want to wander around your home alone and are likely to check things like the doors, windows, flooring, any cracks or faults with the decoration. Mould can be an issue in some homes so they may want to check there is not a mould issue with yours. They will also be checking storage, whether they feel there is enough.

Externals

Depending on the type of property you are selling, viewers may also want to do some external checks, especially if you are selling a house.

They may look at the roof, chimneys, guttering and drains for any warning signs that there is damage.

Other random questions may be around things like the communal areas and maintenance, (for flats), any alarms or security systems, fireplaces, chimneys and insulation. The thing to remember here is, the more information you are able to provide, the better.

Is your home within warranty still?

If your home is still within the 10-year warranty with the NHBC (or other) building regulator, this really is a big selling point.

It means that your home is almost brand new and so has many of the benefits that new homes offer.

Don't forget to highlight;

- **Everything is new:** From the appliances to the boiler, these will all work well for years to come.
- **Energy efficiency:** Energy bills should be about half those of Victorian homes.
- **A new and modern layout:** New homes normally have an efficient use of space and the right balance of open plan living, home working and storage space.
- **Modern bathrooms:** Well laid-out bathrooms with new sanitaryware are a real selling point, and new homes often include an en-suite.
- **Comfort:** Good insulation means that new homes heat up quickly, and they are well ventilated meaning they are less prone to condensation and mould. There are also mandatory measures to ensure good sound insulation between homes.
- **Safety and security:** Homes are often fitted with new smoke alarms and wiring, ensuring safety in the home and prevention from fire and electric shocks. There is normally the inclusion of safety glass as well. Robust doors and windows with additional locks and security devices also keep intruders out.
- **Solid foundations:** Robust and resilient foundations.
- **A new community:** New homes present an opportunity to meet neighbours with similar interests and aspirations.

On a final note

People buy from people, so it's in your interest to offer a warm, friendly and honest approach to your viewers. If you are happy to do so, you could offer them the chance to contact you again after the viewing with any further questions they may have.

Good luck! By following some of these useful hints and tips, you'll be well-prepared for any viewings that you undertake at your home.





For more information

L&Q Group
T: 0300 456 9998
www.lqgroup.org.uk