

Staging your property for a better deal



Sales & Lettings: 0118 334 7410 Email: firstcontact@whiteknights.co.uk

The essential
guide on how to
make your
home more
valuable and sell
or let quicker

Our home staging top tips

Our staging top tips guide is designed to give you advice on the key things we believe are most important when preparing your home for viewings. With many years of selling and renting homes in the Reading, Spencers Wood, Lower Earley, and Woodley areas, we have learned a few things that will undoubtedly make a big difference when you decide to sell or let your property.

We understand that in many cases, getting the best price is critical, and we believe that all of our vendor or landlord clients, whether selling or letting, should get the best price for their home. Our goal is to be with you every step of the way to ensure a smooth, stress-free moving experience, so please contact us at any time to learn more about our home staging tips or how our selling, letting, and property management services can help you



Let's start with the outside

First impressions are crucial, so make sure the exterior of your property looks neat and attractive. This is called your "kerb appeal" and sometimes it can make the difference between a viewing taking place or a viewer "not turning up"!

- ✓ Move vehicles from the driveway
- Remove any clutter (rubbish bins, tools etc)
- Sweep away dead leaves
- Remove dead plants
- Mow the lawn
- Trim the hedges
- ✓ Clean the doors, windows, driveway, patio & any garden furniture
- Add some colour (window boxes, hanging plants, pathway borders)



Declutter but leave some personality

Look to get rid of all the junk that has accumulated and try to recycle what you can, donate it to a local charity shop or put it in storage if you really cannot part with it.

Many viewers do not have the creative ability to imagine what a property would look like if they lived there, so make it simple for them to see all of the great features of your property and the living space on offer.

It is critical that your home does not look like a generic hotel; always leave some personality but try to remove the majority of your family photos, your collection of ceramic frogs and all those holiday fridge magnets!

People are frequently buying into a lifestyle as well as a home but your favourite hobbies might not be the same as theirs so moderation is good. It is also good to consider getting rid of bulky items that can make your rooms feel small and replacing large furniture with smaller pieces.





A fresh lick of paint makes a huge difference

It is recommended that you give your walls a new coat of paint using neutral colours, as this can assist in making your home appear much brighter and larger than it actually is. The use of neutral colours can make it simpler for viewers to visualise how the spaces could be modified to suit their requirements, but bold and bright colours should be avoided, especially in properties to let. If you really cannot imagine your remaining time in the property with only neutral colours, consider a feature wall as a compromise.

Remember that it will be much simpler for the next occupants to move in and use the rooms immediately if the walls have been painted a neutral colour such as stone or taupe. Always be sure to leave a positive first impression by painting the entrance door and any other walls that are nearby. Keep in mind that the viewers of your property will initially see your front entrance when they arrive at your home and you can only make a first impression once!

Clean, tidy and fix...

Do any necessary small repairs, such as repairing any visible holes in the walls (especially if you have just removed the gallery of family portraits), fix any cracked tiles, replace worn or threadbare carpets, tighten up crooked drawers, and so on.

Unless your property is a complete refurbishment project (if selling, hopefully not if letting!) your new occupiers will want to move in without making any improvements. Don't give applicants any reason to make a lower offer on the property.

Make it a goal to clean everything to the point that it sparkles. Get rid of limescale, clean and repair the grout in the tiles, wax the wooden floors, get rid of any odours that may be present, hang up clean towels, and either hide all of the jackets, hats, and shoes in the hallway or make sure they are very tidy!



Kitchen love

According to the majority of experts, the kitchen is the most valuable area in a home. It has the highest value per square foot of any space in your home and elicits the most "instant love" responses from potential buyers.

Why not replace the kitchen cabinet doors if your kitchen is outdated? Even a fresh coat of paint in a contemporary shade such as slate grey or warm taupe might be an excellent alternative to a complete kitchen remodel.

Replacing kitchen countertops is costly, but it can add significant value. Remember to use neutral or natural colours and avoid anything too "way out".

De-clutter the surfaces and leave out just a few items. To create a statement, why not purchase a few matching appliances in a contrasting colour?

Consider upgrading the plumbing fixtures and possibly the white appliances if they are outdated and unattractive; you may also be able to negotiate a sale of the items with the property. add a lot of value.



Light and airy: make that room look bigger...

In certain places, wall mirrors can make a space appear larger and brighter. Consider hanging some in smaller rooms and hallways.

Replace any blown lightbulbs and wash the interior and exterior of the windows. Creating a bright and airy environment makes the rooms appear larger and the house more appealing to potential purchasers.

Make sure that any dark corners are illuminated and ensure that window coverings are not too heavy for the windows and obstruct the quantity of daylight that enters the room.

If your property is surrounded by trees or large shrubs that make your rooms appear dark then a trim could have a significant impact on the brightness of a room.



Make it feel homely

If it is a cold evening or simply a cool day, you could lite a fire and try burning pinecones for their delicious smell. This will make your home feel more inviting and cosy.

Consider that plants and flowers add colour, life, and light to a space, as well as a pleasant aroma.

Bad smells are the biggest turn-off. Don't merely mask the odours; address the source. Be sensible and avoid preparing that spicy curry an hour before your viewers arrive.

Clean the drains, wash and disinfect the bins, open the windows, ventilate the rooms, and consider buying some reed diffusers. Pleasant aromas may make a property feel like a welcoming home. Although it may be unrealistic to bake fresh bread, cakes, or brownies for each viewing, you can brew some fresh coffee.



Viewing preparation

- ✓ Open curtains & blinds
Make the beds and 'dress' them with decorative pillows and bed-throw
Plump up cushions
Close all cupboards
Turn the TV off
Store TV remotes, magazines, kids toys etc out of sight
- ✓ Clear worktops & empty the sink
Hide towels, cutlery, utensils & oven gloves
Move bins, pet bowls & dog-beds out of sight
- ✓ Toilet lids put down
Removing lotions & potions from around the bath
Pull back shower curtain - make sure it's a nice clean one!
Remove towels from rails or radiators
Ensure toilet roll and toilet brushes are presentable



The do nots...

If you are marketing your property during festive seasons, please try to keep your decorations to a minimum. This is especially important when your professional photos are being taken, as these will 'time-stamp' your home.

If you do not manage to let or sell quickly then you will probably need to have the photos re-taken which is time consuming and more costly.



Completely Reading



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