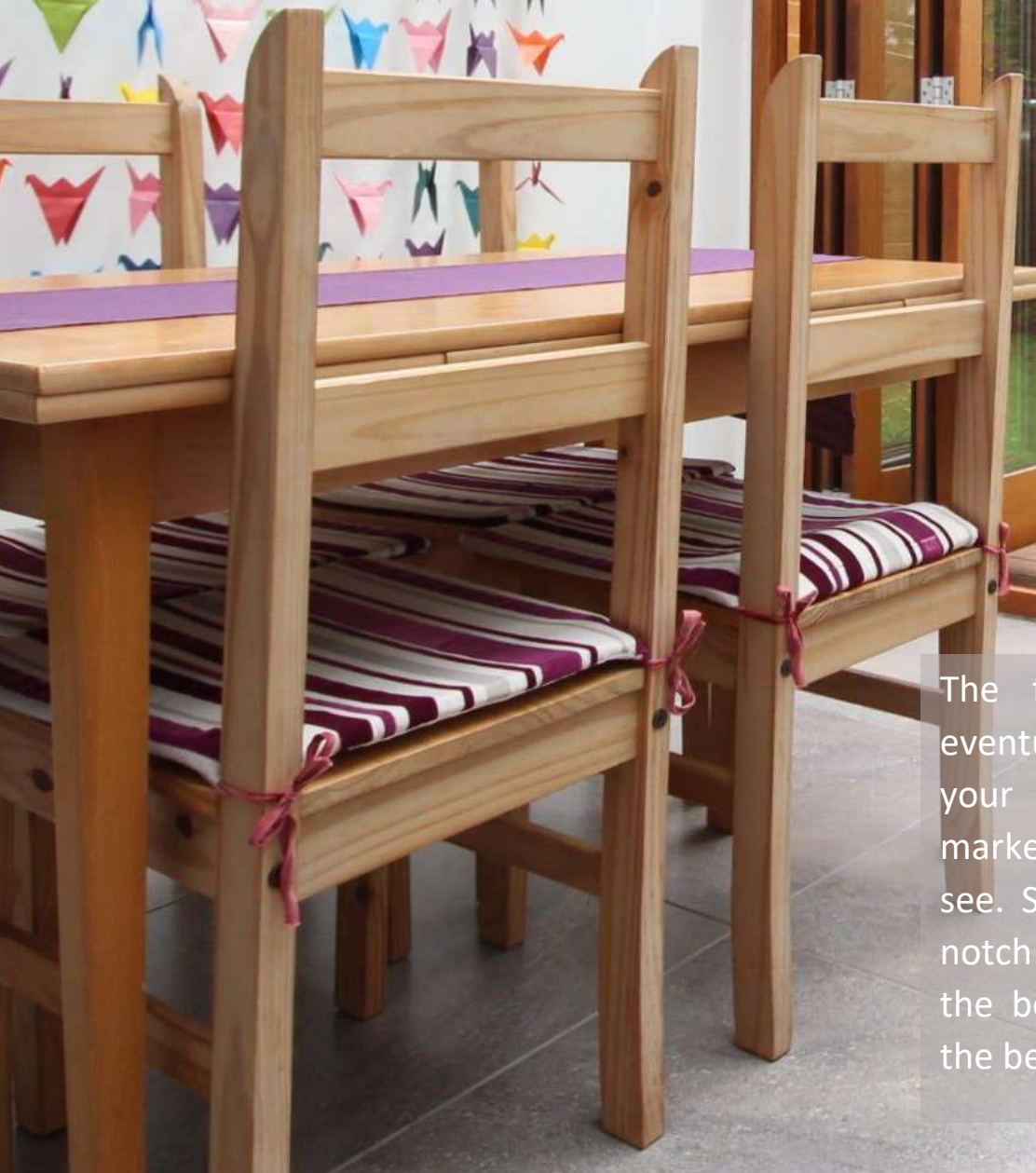


First Impressions

Count



The first impression your eventual buyer will have of your property will be the marketing photographs they see. So, these need to be top notch if you want to attract the best buyer and achieve the best price for your home.

Some simple ideas to help your property's marketing presentation

If you have a favourite view of your property's exterior or interior please tell us when we come round to take the photos.

Perhaps you have a piece of furniture or rug that you're not too sure about? It might be best to move it or disguise it before we come.

Please make sure all your light bulbs are working, especially low voltage down lighters in kitchens. In addition to making the photos lighter they add visual interest, and it doesn't look great if they're out.

Plastic bottles such as bleach, shampoo or washing up liquid etc are best kept out of sight. An exception can be made for more upmarket products such as Molton Brown or a nice perfume, especially if they add a bit of colour.

Tidy away any personal paperwork and newspapers, but in moderation, quality magazines and coffee table books can add appeal.

Please clear the space under beds, it makes the room look bigger, and if you have a divan a valance will give more dressed look.

If you have an open fireplace there is nothing that creates a homely feel more than a roaring fire. If it's not convenient to set a real fire then perhaps we can roll up some newspaper; when lit for a few minutes this should create enough flame to capture a photo.

Consider using props. For example, colourful vegetables in a basket and a nice loaf of bread would work well in a cottage style kitchen. Fresh fruit and flowers will always provide an attractive splash of colour to a white or otherwise minimalist kitchen.



Plump up any cushions and make sure the curtains or blinds are hanging straight.

Remove magnets and children's artwork from the fridge or kitchen cupboard doors. Check that the tops of the cupboards are clear too, otherwise people might think that there isn't enough space.

Make sure that dog/cat bowls and beds etc. are out of the way, and that the dog isn't sat outside the patio doors looking sad.

Remove birthday cards, invitations etc from mantelpieces and shelves. A few neatly arranged books or ornaments will look better than box files.

Consider taking down family portraits or photos of children, we can blur them out when we are editing but it may look a little odd.

Towel colours should complement the décor. If they are hanging on towel rails they need to be presented neatly. If not, or they're a bit scruffy, then it is best to remove them.

Please remove body puffs/loofahs and squeegees etc from showers.

If the grout or sealant around your bath or shower is discoloured it is worth getting it touched up before marketing. The thought of getting into a mouldy shower can be quite off putting to buyers.

Dressing tables, sideboards and similar surfaces should be neat and tidy. The less clutter the better.

If possible, make sure that keys are available for patio doors and any other exterior doors, so that they may be opened up if necessary.

De-cluttering is a very good idea, but not to the extent that the property looks sterile. The main objective is to promote a tidy but comfortable lifestyle.



A few more sophisticated ideas to improve property presentation.

Bedrooms

Dressing beds with colour co-ordinated throws, cushions and crisp clean bed linen can make the room look fabulous.

A small child's room can be imaginatively dress with a few high-quality toys arranged on a rug perhaps.



Dining Room

Consider dressing your dining table. A bare table with nothing on it looks dull and uninteresting. As a minimum have a centrepiece to break up the slab effect.

A fully dressed table can look sensational and will certainly illustrate an attractive lifestyle. Some coffee cups and a milk jug on a breakfast table will look more interesting than an empty space.



Garden Furniture

If you have a garden table, dressing it will give the garden shots more impact. A jug of squash with tumblers on a tray can help promote a family lifestyle, whilst a bottle of wine with glasses might be more appropriate for your target market.

Place cushions on garden chairs and loungers, if you have them, to promote that your garden is a lovely space in which to spend your spare time.



Exteriors

A freshly mown, stripy lawn will create the right first impression so please try and arrange for the photo shoot to immediately follow your garden tidy-up. However, if you're in a rush to come to market a blue sky is more important than a pristine garden.

Curtains and blinds should be drawn back and ideally vehicles not visible through the windows or on the driveway.

Move trampolines and garden toys out of sight, if that's not possible we'll try and find a different angle.

Garden umbrellas should be opened, especially if they can be seen from indoors through the windows.

‘The more people who are attracted to view your home, the more potential there will be to achieve the best possible price.

Photographs of your home will be exposed to 1000’s of potential buyers online and a bad photo could literally mean you do not get a second glance!

By making sure that your property’s photographs are the best they can be, you can be confident that it will get noticed for the right reasons.’



Jane Earley
Owner/Director

What photographs are likely to be taken?

We will always take shots of the exterior of the property, generally the front and rear elevations and of course the garden. If you have a great view, we’ll take that too. If the weather isn’t great on the day we will come back when it is, and occasionally we will use professional photo editors to add in a blue sky.

Very often we will visit twice to make sure that the sun is in the right place and that there aren’t too many shadows. No-one wants to see a shady garden.



Buyers will expect to see the main living rooms and kitchen and these will be used in the brochure and any online marketing. Smaller rooms such as the hallway, utility rooms and cloakrooms may also be used if they are particularly attractive or a selling feature.

The main bedroom is a particularly important room for buyers, as are any other double bedrooms and the bathrooms. With other rooms, if we don’t think it will look great on the details, we won’t use it. We aim for 9 images for the brochure, with any additional shots available online.

If there is an opportunity for a ‘cameo’ or lifestyle shot we will try and capture that too, we find these shots are especially useful for social media marketing.



Ultimately our role as your agent is to make sure that your home looks its very best, so that it appeals to the widest audience, and you achieve the best possible price.

We have been professionally trained to photograph your home and have a top of the range digital SLR camera with tripod and wide-angle lens to make sure that your home looks picture perfect.

We hope you have found this short guide helpful in preparing your property for photographs and marketing but if you have any concerns or queries please don’t hesitate to get in touch.

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