



*a guide to
presenting your
home for sale and
conducting viewings*

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it's all about your state of mind

When putting your home on the market for sale, it is important to change your mind-set and consider your house as a property to sell. Try to look at it through the critical eyes of a prospective purchaser.

'Kerb appeal'

Take a good look at the front of the house and think about what you can do to make it look as smart as possible. If the outside looks neglected or untidy people will assume that the inside is the same. For example, does the front door need painting? Is the front garden free from weeds, lawn cut and hedges trimmed? Does your driveway need jet washing? Perhaps a hanging basket would add to the appeal?

De-personalise

Someone walking into your house will want to be able to visualise themselves living there so it is important to present it as free from personal items and clutter as possible. Tidy as much as possible away, clear surfaces, remove fridge magnets etc.

Spring clean

Have a really good spring clean, including shampooing the carpets. If at all possible put clean bed linen on the beds and clean towels in the bathroom before viewings (or put a clean duvet cover over the top of the current one if the viewing is last minute!). Make sure all the lightbulbs are working. Re-seal the bath if there are any signs of mould and think about re-grouting of tiles if necessary. Clean the windows inside and out and fully open blinds and curtains. Put some fresh flowers in a vase to create a homely feel.

Remove distractions

Put away children's toys and keep them happy with something to do or ask someone to babysit while you show people around your house. Take pets out of the house and remove bowls and litter trays as they can be distracting and not everyone feels comfortable around them. Switch off the television and radio so it isn't distracting.

Conducting the viewing

We are happy to conduct viewings on your behalf if you prefer but if you are doing them yourself there are a few things to consider: It is useful to use the Sales brochure as a guide and to go through the rooms in the same order as in the brochure. Make sure the heating is on during the winter and open windows in the summer so the house feels a comfortable temperature.

Let the viewer walk into the rooms first so they get a real sense of the size of them. Talk to them about what you really like about the house, and any special features. You may be asked about the neighbours and local amenities and why you are moving so have your answers prepared.

Leave negotiations to the agent!

Don't let yourself be drawn into a conversation about price or what you may or may not leave in the house. Refer them back to your agent who will advise you on how best to negotiate.