

Ask the expert

...interior design director

What would be your top tips for selling a property?



Simon Buhl Davis, head of [REDACTED] Interior Services, replies . . .

A Our advice to clients is a cliché but nonetheless still true and relevant: never underestimate the power of the first impression.

It has been scientifically proven that potential buyers make almost instant, instinctive decisions on whether they like a property or not. This means vendors have to make sure they are doing everything possible to make their property stand out against the competition.

Here are a few basic tips that sound like common sense but often get missed:

1. Clear up the clutter. In all rooms, get rid of anything that is not serving a useful purpose, and store things away that you are not using on a daily basis. This will enable buyers to see as much floor space as possible, making rooms appear as large as they actually are. Cleared surfaces in kitchens are always more appealing, and remember to avoid any trip hazards.
2. Clean, clean, clean. Before any viewing, make sure the property is as clean as possible since nothing will put off a buyer more than a dirty kitchen or bathroom. If necessary, re-grout and re-mastic bathrooms so they are clean and white.
3. Appeal to the senses. If you can, light candles with delicate scents (nothing too overpowering), play relaxing, chilled music and invest in some lovely fresh flowers or a large bowl of colourful fruit to create a welcoming feel.
4. Make sure the heating is turned on in winter, or the windows and doors are open if it is hot in the summer.
5. Light the way. Make sure all light bulbs are fully functioning throughout the property, and that darker rooms have more artificial light in them. If you have a lot of natural light in a room, pull back the curtains and open shutters and blinds to make sure buyers can see it. Light will always make a room look larger and more appealing, which is extremely important in basement rooms and inner hallways.

[REDACTED] offers a complete turnkey service from consultancy to refurbishment including: overseeing planning applications, building regulations, licences for alterations, party wall agreements, tendering and overseeing, design advice, and ensuring the project is completed successfully and on time.

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IS SOMEONE ELSE'S DREAM

To discuss your property requirements further
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