

Deakin-White

Viewing Tips

Showing your home to best effect:





When we show a prospective buyer around your home we want to engage them emotionally because the decision to buy is based more on emotions and less on logic. We will entice the viewer to want to say, **"Yes, I want to buy this home"** by accentuating the positive aspects and avoid drawing attention to any negative points. During the viewing, we try to find a balance between making the potential buyer/s feel welcome and creating rapport, without smothering them. They will need time to view rooms on their own and maybe ask questions.



Viewers will feel more relaxed and want to spend time in a clean and spacious home. Create an impression of space, free of clutter. Put toys away before each viewing appointment, if possible. Keep storage cupboards tidy and not overflowing, people love to see how much storage there is. Here's a quick check list to run through before any viewers arrive:



Bedrooms – always keep bedrooms tidy, with beds made. Never leave clothes on the floor, apart from being very untidy, it can make the room look smaller.



DIY tasks – Check for dripping taps, broken light bulbs and squeaky floor boards. Carry out any minor repairs as loose door handles, cracks and broken electrical sockets can create a feeling of neglect.



Kitchen – this is one of the most important rooms in the house. A neat, clean and tidy appearance adds to the appeal and makes it the heart of the home. Never leave dirty dishes in the sink.



Bathrooms – keep everything clean, tidy and bright. Discoloured baths, towels and toilets are extremely off-putting.



Music – Play some ambient music to make your property feel like a 'home'.



Windows – keep windows clean and try to leave one or two open, depending on the weather, to keep your home fresh and airy.

Top tip: Invest in candles, air freshener, pot pourri or add vanilla drops on a tray in a warm oven to create a welcoming fragrance throughout your home. Plus there is nothing like the smell of freshly made coffee to make your home feel lived in!



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Clear away pet accessories and try to keep pets under control when people are viewing:

Some viewers might have allergies and feel nervous around pets so see if someone can take the dog for a walk or secure pets out of harm's way during viewings. This will allow viewers an opportunity to get a feel of the house to see if it is somewhere they could picture themselves in.



Use your outside space – clear the driveway, entrance and garden areas:

Keep the front of the property clean and tidy, a scruffy front garden and door are very off-putting. Sweep up leaves, clear away rubbish and make sure the grass is kept short and tidy. Unlock any rear or side gates to allow people to view the full outside space. Mention what neighbours have done with their gardens to utilise the space if the viewers want more storage, outside dining space, etc.

Top tip: If your garden is small, mention how easy it is to maintain and where nearby fields or green space can be found for those put off by this.





Consider the weather – air out the house. Use plants and fresh flowers to bring life to room

A few general tips...

- We will decide in advance the order we are going to show the rooms and stick to this order, showing the best room first or last. I.E if you have a smaller 3rd bedroom but an amazing kitchen we would start with the 3rd room and finish in the kitchen. Finish on a positive.
- Remove vehicles from drive/parking spaces to make sure there is space for the viewer to park. It is a good trick for the viewers to mentally envision themselves coming home
- We will never try to hurry viewers through the house.
- Ideally, vendors should not be present on viewings. Viewers feel a lot more comfortable viewing without you there and you get a lot better feedback.
- We won't overload buyers with too much information, such as the size of boiler, last 3 year's heating bills etc, unless specifically asked.
- We will invite viewers to tour the house again on their own before leaving.
- Lights: Turn on all the lights (main lights and lamps), this will help to make your home feel bright and airy.
- Keys: Please make sure we have access to back door keys and garage or shed keys if applicable.





Common Questions Buyers Ask Us

- Why are you moving?
- Have you found anywhere to live?
- How soon are you prepared to move?
- How long have you been on the market and have you had any offers?
- How old is the property? (Check for NHBC house guarantee if it is less than 10 years old)
- Has the property ever flooded or had subsidence?
- When was the boiler last serviced?
- What are the neighbours like?
- When do you get the sun in the garden – is it south facing?
- Is the garden easy to maintain?
- What is your council tax band?
- Is it easy to park?
- Is there traffic noise?
- If Leasehold what is the service charges, how often do you pay this is it monthly or quarterly? Has the charge ever changed?

This is why we ask for the 22 questions before we go to market!

We are here to help and offer advice, don't be afraid of asking us any questions or tips on how best you can sell/present your home. My team and I are happy to help and pop round with the camera to take some new shots if you make any changes to your home.





Dunstable & Houghton Regis

The Quadrant Shopping Centre,
Dunstable, Bedfordshire. LU5 4RH



01582 343 548



hello@dwrealestate.co.uk



Deakin-White Hatfield

2nd Floor, Titan Court, 3 Bishop Square,
Hatfield, Hertfordshire. AL10 9NA



01727 620 131



herts@dwrealestate.co.uk



Deakin-White St. Albans

Fountain Court, 2 Victoria Square
St Albans, Hertfordshire. AL1 3TF



01727 620 131



herts@dwrealestate.co.uk



Deakin-White Village & Country

The Gatehouse, Gatehouse Way,
Aylesbury. HP19 8DB



01296 252 043



village@dwrealestate.co.uk



Deakin-White Watford

1st floor, Croxley Business Park
Building 2, Watford. WD18 8YA



01923 911 069



watford@dwrealestate.co.uk

