

Presenting Properties - How to add value to your home...

Emzo Marketing produce professional photography and 360° Virtual Reality tours that help sell homes. Our photography, combined with a little bit of preparation by yourselves, will ensure your home is showcased to its full potential. After all, attractive photographs will encourage viewings and ultimately a sale. With social distancing becoming part of our everyday life, we anticipate not being able to get involved in house preparation whilst at your property so please have as much ready for our visit as possible.

Remember it is surprising what can be captured with our wide angle lenses so think about clutter above and below your usual eye-level.

We hope this guide may give you some tips and tricks to consider when presenting your property for sale.

EVERY ROOM

- As clean as possible - vacuumed and dusted
- Check lightbulbs are working in fittings
- Curtains should be open - let light in
- Window sills as clear as possible
- Make a feature of a plant or ornament
- Cables hidden away
- Un-plug anything that doesn't need plugging in
- Show photographer any feature lights that might be missed
- Have keys ready to unlock and open patio doors
- Blinds and Cutrains all facing the same way
- Spaces for entertaining - why not set the scene, leave a bottle of wine and some glasses out
- Flowers look great - buy them a few days before as it gives them a chance to open
- Not everyone likes animals - consider removing pet paraphernalia including beds and bowls
- Nice views? Make sure windows are clean or openable so we can hang out and get that shot!

OUTSIDE

- Bins hidden out of view
- Front door clean
- Cars off of the driveway
- Windows closed
- UPVC soffits and gutters gleaming
- Garden/driveways de-weeded
- Washing lines out, or collapsed
- Pegs removed from washing lines
- Childrens toys put away or tidied into a corner
- Grass cut
- Window boxes and hanging baskets spruced up
- Watering cans away
- Hose pipe wound up
- Garden furniture uncovered
- Summertime? Umbrellas up if possible
- External lighting on

SITTING ROOM

- Book case neatened - books stood up the same way
- Minimise number of family photos
- Throws folded
- Cushions plumped and straight
- Add some flowers
- Celebratory/Birthday cards away
- Clear surfaces
- Coffee Table - underneath needs to be tidy too
- Side lamps working
- Winter? Have the fire lit ready for the photographer
- Coasters removed or straightened
- Consider moving rugs - it makes a room look bigger

KITCHEN

- Work surfaces clear of everyday items - only keep a few appliances on show
- Washing up bowl gone, or emptied
- Drainer - removed or empty and clean
- Remove Oven Gloves and Tea Towels
- Fridge clear of magnets/notes/pictures
- Bins removed
- Add some interest and colour with a bowl of fruit
- All lights on - sets off gleaming work surfaces
- Cooker Hood light on
- Memo board tidied
- Neglected areas such as tops of cupboards - cleared
- Remove washing-up liquid, cleaning sponges and brushes

CONSERVATORY AND EXTENSIONS

- Removal of moss from the roof
- Blinds all matching - facing same direction / same height
- Surfaces as clear as possible
- Exercise equipment away in the corner

BATHROOMS

- Perhaps one of the areas people forget to present
- Remove bath bottles
- Group any remaining bottles - small groups always look better in odd numbers e.g in 3s or 5s
- Remove bath mats - it make floors space bigger
- Towels - removed or reduced as can be distracting
- Toothbrushes/toothpastes - ideally removed
- Clothes horse/towel drier away
- Shower should be clear of bottles and bottle racks
- Introduce a pot plant
- Undercabinet lights switched on ready
- Bath toys - away
- Think 'less is more'
- Scales - hidden away
- Toilet Brush - out of sight

HALLWAYS AND LANDINGS

- Sometimes neglected areas - remove clutter
- Walls are clean - remove scuff marks
- Coats and shoes away - only have a few on display
- Be prepared to move the laundry bin

BEDROOMS

- Side lamps on
- Bedside tables as clear as possible
- Clothes away in cupboards
- Chairs clear, so you can sit on them
- Minimise the number of teddys
- Make beds with fresh crisp bed linen
- Tops of wardrobes cleared
- Ensure anything stored under beds is not visible
- Cosmetics on dresseing tables - reduced in numbers
- No wires - think TVs, hair-dryers, mobile chargers