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TIDY HOMES GUIDE - How to add value to your home

Welcome to our Tidy Homes Guide

Emzo Marketing produce professional photography, videography and 360 virtual 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.

Emzo photograph 'real' homes and appreciate not everybody can work through our comprehensive list, so please, do not worry if you are unable to carry out our suggestions. We just want to maximise the potential of our appointment.

We hope that this list may give you some tips and ideas to consider when presenting your property for sale that you might not have thought about before.

We look forward to meeting you, Team Emzo !

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EVERY ROOM

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

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

SITTING ROOM

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

OUTSIDE

- O Clean the front door - this increases curb appeal
- O Windows closed - neatens the look of the house
- O Consider cleaning UPVC gutters & soffits
- O Cut the grass
- O Window boxes and hanging baskets spruced up
- O Uncover the garden furniture and set up cushions
- O Summertime? Umbrellas up if possible
- O Switch external lighting on

Consider removing the following items:

- O Bins - hidden out of view
- O Cars - off of the driveway so the focus is on the house
- O Obvious weeds growing in the garden / driveway
- O Washing lines - if you can not remove, try to collapse
- O Pegs on washing lines
- O Childrens garden toys - or tidied into a corner
- O Watering cans away
- O Wind the hose pipe away

KITCHEN

- O Work surfaces clear of everyday items - try to keep a few appliances on display
- O Add some interest and colour with a bowl of fruit
- O Lights on - sets off gleaming work surfaces
- O Cooker hood light on
- O Memo board tidied
- O Clear neglected areas such as tops of kitchen wall units

Consider removing the following items:

- O Washing-up bowl
- O Remove drainer or empty drying crokery / cutlery
- O Oven gloves and tea towels
- O Fridge cleared of magnets / notes / pictures
- O Bins
- O Washing-up liquid, cleaning sponges and brushes

BEDROOM

- Switch side lamps on
- Clear the chair in the corner that normally has laundry on it!
- Make beds up with fresh crisp bed linen
- Ensure anything stored underneath the bed is not visible

Consider removing the following items:

- Clothes - store away in a wardrobe - you do not want buyers thinking there is a lack of storage
- Minimise the number of teddy bears
- Clear the tops of wardrobes - this can make a room look more spacious
- Reduce number of cosmetics on dressing tables
- Hide cables - think TVs, hair-dryers, mobile chargers and extension leads

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BATHROOM - perhaps one of the areas people forget to present

- Switch on under cabinet lighting as this may set off your units nicely in the photo
- Add a plant to the bathroom - this softens the appearance of the room if looking a little stark

Consider removing the following items:

- Bath bottles - group any remaining bottles together - small groups look better in odd numbers
- Bath mats - it will make the floor space appear larger
- Towels - can be distracting
- Toothbrushes / toothpastes
- Clothes horse / towel drier
- Bottles / racks / shower puffs inside the shower cubicle
- Bath toys
- Scales
- Toilet brush

Basically... think ‘less is more’

HALLWAY AND LANDING

- These spaces are sometimes neglected but can photograph really well - remove clutter
- Clean heavy scuff marks off the walls
- Coats and shoes away - only have a few on display to set the scene
- Be prepared to move the laundry bin

CONSERVATORIES AND EXTENSIONS

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

For further inspiration, go to:
www.emzo-marketing.co.uk/gallery

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