

VILLAGE & COUNTRY

A GUIDE TO MARKETING



YOUR HOME TO SELL.

“Estate Agency done differently”

VILLAGE &
COUNTRY

We understand that moving home is an emotional decision, with this in mind we want to minimize the stress and put you at the heart of the process. By creating a bespoke approach using our purpose, mission and values, we want to understand your home and you!”

“We have teamed up with a professional interior designer/stager to ensure we can present your home in the very best light, making small changes and following tips from Kryssy, can make the world of difference in how your home is perceived by prospective buyers.”



David & Alison Foley

“For the presentation of your house to really attract buyers and even better those with the highest offers, you need to make buyers want what you’ve got – give them a glimpse of a better life. We collaborate with the perfect team



to help you with this, from a declutter service, to home styling together with photography and videography. Collectively they have the creative vision to capture your property in all its glory. I have been designing and styling interiors for more than two decades and my evolving style is recognised through opulent textures, neutral colour schemes and clean lines. With a wealth of knowledge and expertise, I’m passionate about making my styling ethos accessible to everyone and advise on every aspect and detail of your project.”

Kryssy Hamilton of Hamilton Home Staging



When making the decision to sell your home we understand there are so many things to consider and it can be quite a daunting and emotionally charged process, which is why here at Village & Country you can rest assured that we will be there to help you in any way possible. Which is why we have gathered our experts around us to compile this list of our top tips to help you achieve a good sale. Thinking about the things you can do to prepare your house is one of the most crucial things you can do to help maximize purchase price and minimize the time the property is on the market too.

We like to compare this process to what is required to selling a car, no matter what type of car you are selling, we know that a clean car without scratches and dents and clear of any faults, will always achieve a higher value than an identical car that has been presented unclean and faulty. The same principles apply when selling a house. We also know that the images taken of your home are a key part too, as so much is seen through a screen these days, and so it's no surprise that 95% of homebuyers are searching for their next home on the web. Houses that have great imagery in a very competitive marketplace have a much higher chance of selling quicker. A report in the Daily Express said 66% of buyers would scroll past a property listing online all together if the initial photo didn't appeal to them. So, you see investing some time and effort in the initial stages to prepare your house for sale will generally increase the chances of receiving offers soon after you have listed your home with us.

OUR RECOMENDATIONS

Have A Deep Clean

We know you know this already but having a sparkly home really does make a great first impression. Polishing your investment will really help to sell. Pay attention to any nooks and crannies that you might have missed during its usual clean. Dust lamp shades, wipe down skirting boards, doors, and handles, and thoroughly wipe all light switches. This can really elevate your space.

Eliminate Clutter

The aim here is to make your house feel as spacious as possible and to also allow your potential buyer to see the space for what it is rather than being distracted by any mess or clutter. This process can also be a really valuable and cathartic one for you the seller. Knowing that half the battle is done, makes for a much more pleasurable experience when you move. So, ask yourself some simple questions like, is this something I really need? Do I use it? Do I actually like it? If the answer is no, get rid of it!

Think About Storage

If you have any large items of furniture etc, think about putting them into storage. By removing any obstacles, you not only make the space appear larger by having less furniture, but you also improve the flow throughout the property. Putting things into storage and starting that packing process is also a very positive thing to do, again to help with the moving day.

OUR RECOMENDATIONS

De Personalise

This is a similar process to decluttering, depersonalizing your property is also very key part as this allows potential buyers to visualize themselves living in the home, allowing them to dream of owning the home. Seeing a property being so obviously someone else's with pictures of them living there can stop the potential for that. We appreciate this may be tough to do, but it is important to remember the bigger picture. Desensitizing yourself from that is also important, just as you are preparing your potential owner to allow themselves to dream about living in your house, you need to allow yourself time to think and dream about your new chapter in a new property.

Eliminate Bad Odors

It is easy to get used to the smell of place when it's your own, even your pets who at times can be a little smelly. The objective here is to remember that smell is just as important as first impressions, it leaves an everlasting mark and can be a real turnoff for potential buyers. Make it smell nice, fix the source of the odour rather than just covering them up. Clean out the rubbish bins, unblock drains, open windows, air out the kitchen of cooking smells. Carpets, rug, upholstery can hold a lot of odours, so getting these cleaned in preparation is advisable and an expense worth making. Pleasant smells can make a home feel cosy & inviting. We have heard of people make fresh bread or even cake but a simple pot of coffee or even having some candles burning would really help with this once the odours have been eliminated.

OUR RECOMENDATIONS

Go Neutral

Coloured featured walls have been a trend for some time now but if the colour chosen is too bold it could put people off. Your home will appear larger and lighter if you paint the walls a fresh neutral colour. It will make it easier for viewers to picture how they might modify the spaces to suit their needs, and buyers will find it simpler to move in and use the rooms straight away. This doesn't mean everything has to be magnolia! Earthy colours like grey, taupe, off white, creamy tones, and even green is very appealing and something that most people will like.

Fix Any Problem Areas

Making the time to fix any repairs to stiff or squeaky windows, holes or unfinished rooms. Something as simple as fixing a crack in a wall that you know has appeared during general movement in the property or if it's a modern property there is always a period of settling and drying out where cracks can appear, but as soon as a potential buyer sees the crack, they will start to think of potential structural issues with the property and then start to scrutinize the rest of the property. Better to fix those problem areas to not distract from the beauty of your house. Another thing to mention here is that the vast majority of buyers would like to move in without having to make any adjustments to the property at all.

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OUR RECOMENDATIONS

First Impressions are Crucial

Potential buyers will make a decision about your property within the first few minutes of entering and seeing it. How the house looks from the outside, how it feels when they enter the door, means it is worth considering making a memorable impression. Crucial elements from the outside, is a tidy front garden, clean windows and roof that looks in good condition. So, it may be time to put on your gardening gloves if the outside of your home appears a little neglected. Trim any shrubs, remove any weeds off the drive, and add some colour with some bedding plants. Retouch any paintwork as needed, and make sure your front entrance is inviting. This also applies to the images created that will reflect your property online. As mentioned in our intro above so many won't even consider looking at the property if the images aren't good. This is when it is worth considering styling your home for the photography, how a room can feel in real life is quite different to how it is reflected through the eye of a lens.

Improve The Light

The light within a property can be so important for many home buyers, capturing the house in its best light is the aim here. Now this can be as simple as making sure all the windows are clean and all blinds and curtains are open during a viewing. Making sure the light bulbs and light fittings work is good, but people have got wise to the fact that many estate agents turn on all the lights so will turn them off. You may even want to consider the time of day you have your viewings, making sure you are capitalizing on the best light.

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OUR RECOMENDATIONS

Talk About Potential

This is always a great topic and one that comes up a lot, simple conversions—such as converting the garage into additional rooms or moving up into the loft—and if you have some extra money, you may want to capitalize from this investment instead. However, because substantial home upgrades are costly, it's crucial to think about how your ideas will increase the value of your house. Even if you don't have the extra money or the will to complete the conversion, you might still want to consider applying for planning permission as this alone will add value to your property. As much as many homeowners may not want to make improvements as soon as they move in, they do want to know if they have the space to grow within a house, especially if they are a young family.

Be Creative

The 10 steps above will certainly set you on your way for preparing your house for sale however, if you want to go further and get creative, there is an important concept you need to understand. Buyers are not looking to buy property, what they are really looking for is a better life, a lifestyle change, and a new property just so happens to be the way they will find it. For the presentation of your house to really attract buyers and even better those with the highest offers, you need to make buyers want what you've got – give them a glimpse of a better life. We collaborate with the perfect team to help you with this, from a declutter service, to home styling together with photography and videography. Collectively they have the creative vision to capture your property in all its glory.

MARKETING



Selling your home is one of the most significant financial decisions you will ever make. The role of an agent is not to just sell your property but achieve a premium price for it in the shortest time frame possible. Technology is advancing and changing as well as its integration into real estate. It's important to create unique points of difference and be innovators.

Multi Media channels ensure we maximise exposure reaching both active and passive buyers. The more visual we make your home and the bigger audience we reach, so the way we display your home becomes more important.

Print Media

Print media can inspire passive buyers, as readers like to read the property section of the newspaper even if they are not looking at buying at this point in time. Local papers audiences have dropped significantly, and other forms of advertising are much more affective, but this does depend on the property you are selling.

Digital Media

Digital media tends to only attract active buyers who are specifically looking in the area. With a large number of properties going live every day, you need to make sure your property stands out from the crowd. Agents should put marketing packages in place to include premiere listing on the online portals.

Social Media

Social media platforms such as Facebook and Instagram have an extensive outreach, Facebook and Instagram allows you to target certain buyers and promote listings to them including specific demographics. These platforms also allow you to interact with prospective buyers and facilitate two-way communication with them. Before instructing an agent make sure you understand their approach as this form of advertising now is imperative.



Other Marketing Tips

Get Professional Photography: Professional photos make all the difference! Not only do they show off your property's best features, but they also entice the buyer.

Style it Up: Property styling and staging has become super popular in recent years. Stagers and property stylists have a good eye for how to present a space and make it seem more appealing. It can help the buyer envision themselves in the space as it remains depersonalised. It will also help you stand out in the crowd and potentially get higher offers.

Share it: Use your social media accounts to their advantage and get sharing! Get your family and friends to share.



Reasons To Showcase Your Home To Sell

De-clutter and make more space.

Achieve a higher selling price - staging achieves 8-10% higher price.

Sell your property quicker – homes that have been staged, typically sell quicker than those that have not.

Create better quality photos to showcase your home – this creates more viewings.

Well furnished rooms appear bigger.

Add furniture to an empty space to give ideas - some people struggle to have that vision.

Home staging draws peoples attention to the strengths of the property, rather than any defects it may have.

Showcasing/staging creates an emotional connection with the buyer.

Give each room a purpose – the furniture that is placed there defines the room.



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