

Presenting and photographing your home



People are attracted to properties they can easily imagine living in. Effort put into presenting your property in the best possible way will make it attractive to a broad range of buyers and will always be worthwhile. Here are a few ideas that can help create the right impression in photos and at viewings.

Kerb appeal

A good first impression is vital, so make sure your property looks appealing from the outside. If you are selling a house:

- Ensure the number can be easily seen from the road.
- Make sure the paintwork is in good condition.
- Clean windows and doors inside and out and wash down all frames.
- Cut back shrubs, cut grass and remove weeds.
- Hide away large bins (if this isn't possible screen them off).
- Make your entrance welcoming perhaps with a hanging basket. Keep the area tidy and free from clutter.

Decor

If your house is decorated in strong colours or a distinctive, individual style it may be wise to re-decorate in neutral shades. Make your home appear as 'fresh' as possible; re-decoration is an easy and cost-effective way to achieve this.

Declutter

Remove as much clutter as possible as it can make rooms look cramped - store away things that you want to keep but don't use regularly.



All other items should be neatly stored or displayed to their best advantage.

Space

Most people are attracted to a sense of 'space'.

- Re-arrange furniture (or even put some into storage) to maximise the sense of space.
- Take as many things off the floor as possible - the more floor space that can be seen the larger an area will feel.
- Keep styling simple and 'bits and bobs' to a minimum.
- Use mirrors to make areas feel more spacious and lighter.
- Lighting - dark areas can feel gloomy so lamps and accent lighting can help.

Clean and tidy

It is worth taking the time to give your home a very thorough clean before you put it on the market. It is also a good idea to be ruthless about tidiness; it is crucial to how other people will view your home.

Be warned - buyers will look inside cupboards to see how much storage there is. Ensure surfaces are free of clutter and avoid leaving dishes in the sink or on the draining board.

Ambience

Creating a welcoming atmosphere will put potential buyers at ease. Wherever possible a house should smell naturally fresh and clean. Leaving windows and doors open as much as possible is helpful in keeping the atmosphere clear. Try to avoid cooking strong smelling foods if you are expecting a viewing. A vase of fresh flowers can look nice and provide a point of interest in a hallway or living room

Taking photos

Think carefully about which photos will capture the best features and selling points of your property. You don't need to photograph everything. You want your photos to encourage potential buyers to arrange a viewing to get a closer look.



Remove personal items, like family pictures, when photographing rooms. This can help buyers to imagine living in the property themselves.



Interior shots are usually best taken on a bright day without the use of a flash. Try switching on lamps to light the room, even if it's daytime. It can create a cosier image and can light up dark corners.

Your external photographs will also look better on a bright day. Using plant pots and tidying your garden can help to make the outside of your property look more attractive. Try taking photos of the front of the house when the sun is shining on it. Move vehicles out of shot when you take your photos.

If you have expensive items you should consider removing these before taking photographs and arranging viewings. You don't want to advertise your valuables.

High definition landscape photos are most suitable for marketing properties on websites.

If you have any queries about selling your home please contact the Home Ownership Team on 01442 292343 or email

home.ownership@hightownha.org.uk



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