

# 7 'MUST DO'S' BEFORE MARKETING YOUR PROPERTY

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AN ESSENTIAL GUIDE  
FROM PURPLEBRICKS



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## Do your research

Before you put your property on the market do your research and look at the different ways to sell. Don't just go for the obvious high street estate agent, there are many different ways to sell your property, such as with Purplebricks, which gives you more control, transparency and will save you a lot of money. Also make sure that you research and understand the cost and availability of a new mortgage. Since the mortgage review regulations came into force in April 2014 mortgages have been harder to get, so make sure you look in to this before putting your home on the market and viewing properties. A great company who will help you with this is the Mortgage Advice Bureau.

## Shop around

Invest time exploring and researching your options when it comes to the necessary expenses such as legal fees, surveyors and moving costs. The worst thing you can do is accept the first quote you receive. Instead get a minimum of three quotes so you can compare the costs and service you will receive.

## Pay a set price for your estate agent

Don't get trapped in to paying a commission on the sale price to your estate agent, as this will be a very costly route. Look for agencies that will offer a set, upfront fee so that you can be sure from the start what your costs will be, and don't forget to ask about VAT. If you do decide to go with an estate agent that charges a commission, make sure you agree on a rate that is fair and that you understand what the agent will do for this fee. A high street agent can charge anywhere between 1 and 3% of the sale price so make sure they actually work for the thousands they will get paid!

## Get registered

Make sure you sign up to Rightmove in advance of your home going on the market so you can be sure that you are kept aware of properties going on to the market that you might be interested in buying.

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### Give your home real appeal

When selling your home it's all about appealing to the buyer. So before you have that first viewing, create an illusion of space by removing obstacles that divide your house up and paint the walls in light colours to make the room feel brighter. Reflective surfaces are an easy win for any house looking to impress as they instantly create a feeling of light and space.

### Invest in well-designed storage

Storage space will always be a big draw for buyers. By including well-designed storage options, the buyer can easily see how much space they'll have for their own possessions. It will make them feel confident that they won't have to incur additional cost by buying more storage or losing space in the room by filling with bigger storage items.

### Make the most of outside space

Any type of outside space is a great selling point whether it's a garden, patio or balcony. Invest time and even a small amount of money in sprucing up any outdoor space you have. Pot plants can instantly make a small space look more attractive, and for a larger space, make sure nothing is looks overgrown, as this will just make the area look and feel smaller and it won't be as appealing to the eye.



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