

HOW TO INCREASE THE VALUE OF YOUR PROPERTY



AN ESSENTIAL GUIDE
FROM PURPLEBRICKS



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What can you do to make sure that you get the best price for your property and that buyers get their dream home?

If you are planning to sell your property, it pays to know what will increase its value. You need to tailor any home improvements to what will appeal to the most buyers.

All any buyer wants is space, and lots of it! So make sure you create the illusion of it in your property. By simply removing the obstacles that divide your house up, a spacious feel is created, making an area feel bigger.

Painting your house in light colours also opens up a room, as opposed to dark heavy colours that can give the illusion of the walls closing in. Reflective surfaces can also make a property feel more roomy and lighter.

Prospective buyers are also looking for a property that they can put their stamp on. As well as creating an illusion of space, painting your house in these lighter shades will help interested parties see the property as a blank canvas.

As much as we advise prospective buyers to look past the décor, the majority of people let that dominate their decision so keep it simple.

But before you reach for the paintbrush, remember that amateur DIY disasters can end up doing more harm than good, so make sure you use a qualified decorator to impress buyers with a high quality, professional finish.

Look at how you have allocated the space in your property and think about how you can make it work harder for you. Speak to your Local Property Expert or agent and ask for their advice on how to make the space you have appealing. Just because a certain configuration of rooms has worked for you, it doesn't mean it will work for buyers – you need to be flexible with the space you have. You may be using a spare bedroom as a play room, but you can guarantee more people will be interested if they see it as an extra bedroom.

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A front garden is the very first thing anyone sees so make sure it is well maintained and doesn't detract from the house – first impressions are everything so don't put people off by having untidy bins around and a messy, poorly maintained garden.

If building an extension or a loft conversion is out of your budget, you can make money purely by having secured permission to do so. If you apply for planning permission, you will spend £1,000-£2,000 on a survey and the design and planning process, but you will elevate your property into a higher league. It removes a big element of doubt from a buyer's mind and could significantly increase the resale value.

Finally, all properties on the UK housing market now come with an energy efficiency report. It can pay to take steps to reduce the energy consumption of your property. For example, by putting in new double glazed windows you can add over £5,000 to the value of the most properties and this will reap big rewards when it comes to energy efficiency.





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