

# HOW TO MAKE YOUR PROPERTY IRRESISTIBLE

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AN ESSENTIAL GUIDE  
FROM PURPLEBRICKS



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Making your home more appealing can generate more viewing activity, which generates more competition which in turn generates a higher price. These top tips are easy to put in to practice and will make a big difference.

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## De-clutter

Making sure you de-clutter will not only make your property look more appealing, it will also create a feeling of space – and people are always willing to pay more for space.

Consider this: if you haven't used it in over a year, you probably don't need it.

- If you don't need it, why not donate it or throw it away?
- Pack up those knick knacks
- Remove unnecessary items from kitchen counters
- Put essential items used daily in a small box that can be stored in a cupboard when not in use
- Think of this process as a head start on the packing you will eventually need to do anyway

## Make minor repairs

- Replace cracked floor, kitchen or bathroom tiles
- Patch holes in walls
- Fix leaky guttering
- Fix doors that don't close properly and kitchen drawers that jam
- Consider painting bold or dark walls in a neutral shade - don't give buyers any reason to remember your home as "the house with the orange bathroom"
- Replace burned-out light bulbs

## Make the house sparkle!

- Wash windows inside and out
- Rent a pressure washer and spray down paths and patios

*If you don't need it, why not donate it or throw it away?*

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- Clean away cobwebs
- Re-caulk baths, showers and sinks
- Dust furniture and light fixtures
- Bleach dingy grout
- Replace worn rugs
- Hang up fresh towels
- Clean and air out any musty smelling areas
- Odours are a no-no





### Scrutinize

- Go outside and open your front door and stand there - do you want to go inside? Does the house welcome you?
- Stand in the doorway of every single room and imagine how your house will look to a buyer
- Examine carefully how furniture is arranged and move pieces around until it makes sense
- Make sure window coverings hang level
- Tune in to the room's statement and its emotional pull - does it have impact?

### Check kerb appeal

If a buyer won't get out of their car because they don't like the exterior of your home, you'll never get them inside.

- Keep the paths and kerbs cleared
- Mow the lawn
- Paint faded window trim
- Plant yellow flowers or group flower pots together - yellow evokes a buying emotion and marigolds are inexpensive
- Trim hedges and shrubs
- Make sure visitors can clearly read your house number



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