SHOWDAY ADVICE

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Registered with the PPRA

HOW TO PREPARE YOUR HOME FOR A SHOW DAY

When preparing your property for a show day it is important to detach yourself from your property emotionally and see it "through the buyer's eyes".

Your property is "On Show" for a reason and, together with your Chas Everitt agent, we want to present the property in the best possible way to allow buyers to "see themselves living there" and ultimately achieve the same objective, to get the property sold.

When buyers arrive at a showhouse first impressions are critical. Other general things they will look for is a sense of space and flow in the house as well as cupboard space. Neatness will appeal very much to buyers.

Any sign of neglect, defects or deterioration will naturally put buyers off or at the very least lead to low offers.

We have compiled a list of things that you, as the seller, can do to get your property ready for the show day and ensure it appeals to the broadest base of potential buyers.

When going through the list, continuously remind yourself what the purpose of a Showhouse is and to detach yourself emotionally from the property

CURB APPEAL

Make sure the garden is tidy and the lawn is mowed.

Make sure there's no rubble in the yard and that trees and bushes are trimmed (a neat garden is always an attractive feature for potential buyers)

FIRST IMPRESSION AS THEY ENTER THE PROPERTY

Make sure the front door is inviting. Replace any outdated outdoor lighting fixtures.

Keep your home at a moderate temperature, which will encourage potential buyers to stay longer in the comfortable surroundings. Make use of a fireplace or a heater during winter, or a ceiling, standing fan or air conditioner during summer.

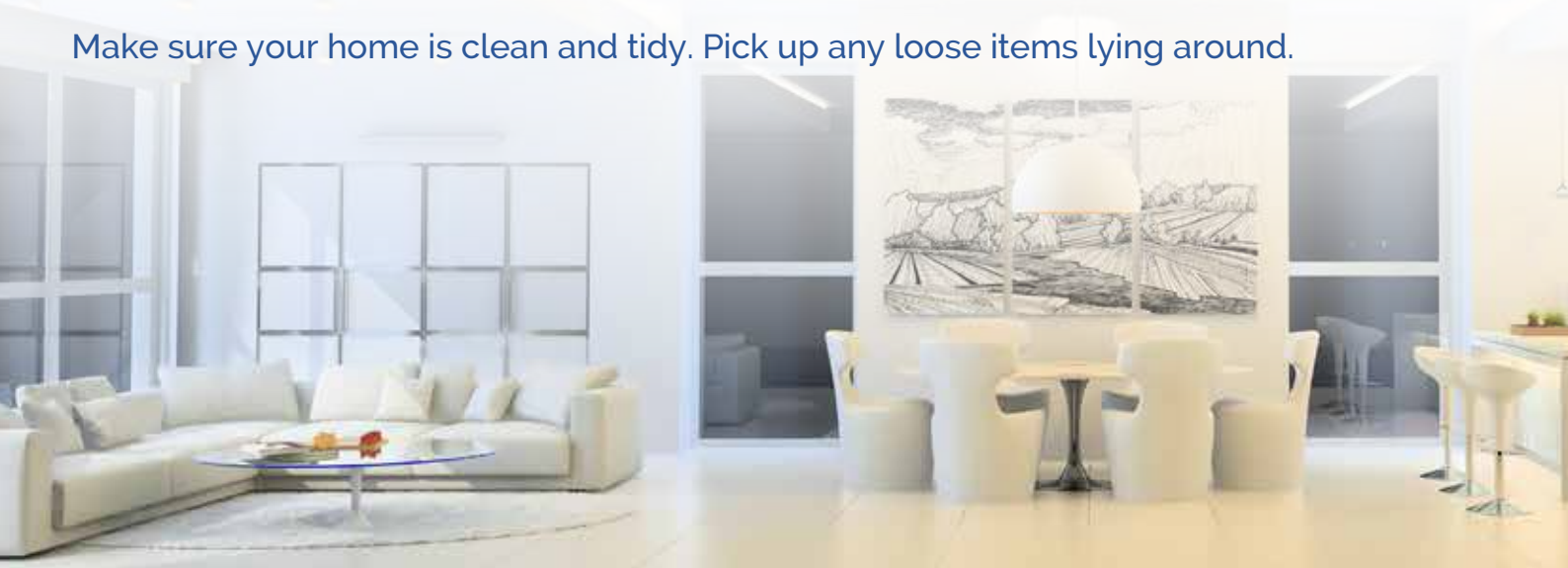
Bring nature into the home to create a sense of homeliness and evoke a feeling of contentment. Fresh flowers or a bowl of fresh fruit work well for this.

SPACE AND FLOW

All buyers are looking for a sense of space and a feeling that the property “flows”. Move furniture around that may restrict the feeling of space/flow or may restrict movement.

If there are any extra furniture that does not really need to be in the room or bulky furniture that make rooms look smaller, you may consider removing them while your property is on show and, for that matter for sale. Rent a storage unit for these pieces of furniture. Another idea is to ask a friend if you can borrow some space in his or her garage.

Make sure your home is clean and tidy. Pick up any loose items lying around.



STYLE THE KITCHEN

Any real estate agent will tell you, kitchens sell houses. So, in the lead-up to your show house, lavish yours with attention. The main things buyers are going to be looking for in a kitchen are storage space and counter space.

• You can create that illusion of space by decluttering and not having an excess of anything on counters that takes up unnecessary space.

• Remove everything from the counters tops: dishcloths and detergent, salt and pepper, utensils and large appliances.

• Maximise the storage by removing excess items from the cupboards, leaving 'just enough' behind.

• When cleaning, pay particular attention to the cooktop, oven, sink and tap.

• Clean the insides of cupboards and drawers.

• Empty the bin.

• Empty the dishwasher so people can look inside.

• Take photos and notes off the front of the fridge.

STYLE THE BATHROOM

• Conceal all personal items such as toothbrushes and hairbrushes as well as bottles of shampoo, shaving cream and moisturiser.

• Clear the surfaces.

• If the grout's mouldy, bleach is an easy way to clean that.

• Make sure every surface is sparkling. Even an old, dated bathroom will appear more welcoming after a good scrubbing.

• Then, dress it up with some accessories: Invest in some new, really nice towels, have them all matching, and hang them neatly. Accessorise the room with quality accessories such as nice soap dispensers or candles.

• Fresh flowers or plants are beautiful finishing touches.

CREATING SWEET DREAMS

- A dream home starts with a dream bedroom.
- Make sure yours is appealing with fresh bedding and as little clutter and personal things as possible.

CUPBOARDS

Here is where we have to again remind ourselves to detach from the property and realize why buyers are there. They want to be able to imagine themselves living in the property. You can be guaranteed that buyers are going to open cupboards to look at the amount of space It offers.

For this reason we recommend:

- Make sure cupboards and neat and tidy
- Make sure all hinges are working
- Remove any unnecessary items to create a sense of spaciousness

DE-PERSONALIZE

Remember, we want buyers to be able to imagine their family living in the property.
For this reason we recommend:

- Remove all family photos and also anything personal.
- Put away or remove all personal items, especially valuables and medication.

SMALL THINGS REALLY MATTER

Buyers won't overlook flaws in the property – they'll either opt to pass or make an offer below what you feel your home is worth.

• Make sure to give windows a good wash the day before the show day. Your agent will be opening windows to let in natural light, so we want those windows to be sparkling clean.

• Attend to things like peeling paint, roof leaks, cracked tiles, cracks in plaster, damp, leaking toilets, broken cupboard latches, leaking gutters and broken fascia boards, silicone around baths and showers, light bulbs and cracked windows.

THE SENSES

Buyers are attracted or drawn to a property through their senses. Certain odours can be off-putting to buyers, such as the smell of smoke, pets and even dirty laundry.

It may be a good idea to take steps to remove any odours from the property:

• We do not recommend that you use air freshener as some people might be sensitive to the strong scents or it might just be off-putting.

• Air diffusers can be used to fill the air in a room with tiny, breathable particles of beneficial essential oils.

• Another good idea is to open all windows at least 2 hours before the showhouse.

THE BACK YARD

• If you have pets, make sure you take them out for the day. Some people might, for example, be terrified of dogs or allergic to cats.

• Talking about pets, just before you leave on the day of the show, make sure the yard is clean from any animal droppings.

• If you have a pool, make sure the pump is running during the show period and that the water is crystal clear. Some good old shock treatment the day before the show day might be needed.

GARAGES AND DRIVEWAYS:

Again, buyers will be looking for a sense of space and tidiness.

• If you have cupboards or a shed, make sure all tools and garden equipment are packed away or hanged neatly against the wall.

• Remove all vehicles from the driveway.

• Also ask your neighbors to help out by not parking in front of your house.

Showhouses is a great marketing tool to get your property sold and the above measures will help to create an excellent showhouse experience for visitors and quite possibly lead to some offers from potential buyers.