



COBB
AMOS

Tips on how to present your property



Introduction



Capturing quality photographs is one of the most important steps in the marketing of your property. Pictures are worth a thousand words and can give unbeatable insight into the size, condition and presentation of your home and will do more than anything else to encourage viewings.

Wherever your property is advertised, whether it's online, in our shop window or in newspapers, the photographs are the first impression a home hunter gets so let's make sure it's a good one.

Outside

Stand outside your home and compare it to your neighbours' properties. Check that you have done all you can to impress. For example:

- Tidy up your garden/communal areas, make sure the lawns are mown and flowerbeds tidy
- Remove bins and vehicles from the driveway and try not to park directly in front of the house
- Sweep patio and decking areas and consider using planters or pots for a splash of colour
- If necessary, touch up the exterior paintwork, particularly the front door and window frames
- Make sure that the windows and any glazed doors have been cleaned inside and out



Before and After

Top Tip
Declutter some kitchen
worksurface items

Top Tip
Clear on top of cupboards
and appliances



Before and After

Top Tip
Move furniture to help
create space

Top Tip
Light fires for cosy
effect



Before and After

Top Tip
Remove rugs to make the room look bigger.

Top Tip
Weed the front garden and driveway.



Indoors



Repair, restore, revamp

Broken items will detract from the overall impression:

- Replace broken light bulbs and fix leaking taps
- Repair doors and drawers that don't open or close properly
- Touch up paint or consider repainting where necessary
- New towels or accessories can make all the difference in a bathroom
- Assess the attractiveness of your
- Consider redecorating in neutral tones if the budget allows
- Air the house and use flowers, candles or plug ins for freshness
- Replace cushion covers, bedspreads and curtains for something new

Let there be light

There are many ways to maximise light in your house and give the impression of bright, airy spaces:

- In darker areas, use lamps to create light
- Replace dim light bulbs with higher wattage
- Open blinds and curtains to let in as much natural light as possible
- Prune any trees or foliage that cast shadows inside the house
- Use mirrors opposite windows to reflect light

Indoors

Keep your home looking personal and interesting but not excessively so.

Create space

Clear excessive clutter from every room, including above cupboards and behind furniture in case they get moved. Don't forget:

- Books, magazines, newspapers, CDs, DVDs
- Ornaments and knick-knacks
- Posters on walls
- Beds should be made, with linen pulled tight
- All toys to be put away neatly into storage
- Exercise equipment should be out of sight
- Tidy book shelves, units and work spaces
- Remove pets bowls/toys/leads etc.

Spring clean

There are places that are often forgotten about when cleaning a home. Don't forget:

- Dust the skirting boards and light fixtures
- Check under and behind furniture
- Clean windows (inside and out)
- Vacuum and sweep
- Polish taps and mirrors
- Bleach tile grout
- Catch all the cobwebs
- Wipe over light switches

Top Tip

Smear windows look much worse in photos. Give them a polish to make them shine.

Top Tip

Cameras exaggerate dust so give everything a once over just before the appointment.

Top Tip

Remove any rugs to make the room look lighter and bigger.

Top Tip

Use a 'satin' finish paint instead of 'matte' where possible to reflect the light in the room.

Finishing Touches

You're nearly there! The aim of this is to help you get moved as soon as possible, with that in mind remember every item in your property will have to be packed up at some point. Take some time now to review each room, and work out lists of things you are:

- a) definitely taking
- b) not taking and where it should go eg family, rubbish or sold
- c) items you are not sure what to do with

Anything you are not taking you can start to pack up now and get moved out of the property. This will save you time later on and help to showcase your property in its best possible light. Anything you are not sure about can be boxed up and hidden from sight in your attic, cupboards or garage for you to review when you have time.

This is our best possible tip as it will really help you with the busy move as well as help find the perfect person for your property promptly.

Please ask any member of our team for more specific advice and help.

Good luck.

Preparing your property for photographs FAQs

How long will the appointment take?

It depends on the size of the property however you should allow a maximum of two hours for the details, floor plan and photographs to be taken. Make sure that everything is good to go when we arrive as you won't want us waiting around while you make the beds or move the furniture around

Can I choose which pictures to use?

Of course! We can go through the photos with you, making recommendations as to which to use to show off your property's best potential. Ultimately, the final decision is yours

Do you make use of wide angle lenses?

Absolutely! We use professional quality cameras and wide angled lenses to make sure the internal photographs of your property reflect the true size and space on offer without being deceptive

How many photos will you use?

Again, this is dependent on the size of the property but we aim to have 6-12 great photographs which can be swapped and changed to keep the brochure fresh and looking current. The secret is not in using photos of every room, but in highlighting the best features of your property to entice viewers in

Is there anyone who can help me make my home 'photo ready'?

We can put you in touch with our specialist, reliable contractors who can offer: Electrics, plumbing, cleaning, gardening, painting/decorating, plastering, building works

cobbamos.com

