



**Cadman Homes**

Family Owned, Family Run, Family Values

**SALES**

**LETTINGS**

**If you want to attract the best buyers for your home, you need to make sure that you give the best impression possible to the people who view your property.**

When a buyer decides that they want to see the inside of your home it probably means that they are satisfied with the area, the ballpark figure quoted by your estate agent, and the size of the property. They are viewing your home so that they can see if they can imagine themselves living there.

Creatively staging your home helps buyers to visualize themselves settling in and building a life in the property. To give them the best chance to do this you will probably need to pack away some of your more personal belongings – the items that are your unique stamp on the place.

### **Packing Away Your Belongings**

If you have been living in your home for a long time, you have probably accumulated a lot of possessions. Some things can be thrown away or given to charity, and you should start doing that as soon as you're getting ready to move. However, there will be a lot of things that you want to take with you. Boxing those items up and putting them into storage before you show your home to buyers will make your move easier once the property does sell, and will help you impress potential buyers too.

### **Make Your Home Theirs**

Your treasured possessions have a lot of meaning to you, but are not likely to appeal to your buyers. The holiday souvenirs on the mantelpiece are a reminder of your adventures, and send the message "this is my living room". The giant grandfather clock that cuts an imposing figure in the living room hardly makes it look like a fun place for kids to play, and the exercise equipment in the garage will make your viewers wonder if they can fit their car in there.

Even seemingly innocuous items such as framed diplomas or wedding photographs give away information about who you are, and that information may taint the buyer's view of the property. It may also be advisable to hide away any objects that give details about your identity or schedule, purely for the sake of privacy and security.

### **Make Your Home Neutral, But Welcoming**

Staging a home does not involve putting every item into storage and making it look like a hotel room. You want to make your home look neutral, but lived in. Tidy up your closets so that they appear clean and organised. Pack up some of your family photographs and any large, unusual looking ornaments. Turn your study into a simple, uncluttered computer room, rather than an area dominated by your chosen

hobby. Your objective is to make sure that nothing in your home could possibly cause offence, or drive away a prospective buyer.

Packing up your possessions and putting them away also helps you mentally prepare yourself for moving out of your home. It's easier to let go if you've already prepared yourself for the fact that you're leaving. These belongings will also be easier to transport and unpack when the time comes to put your stamp on a brand new home.

For storage solutions, home-staging advice or tips on how to present your property contact your local office.

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