



Selling your home can be stressful, Clarion Housing can help make the process easier.

Our job is to get as many interested buyers to view your property as possible, but you play a big part too. In fact, there are a number of things you can do to help the selling process and to make sure that the viewings you have are successful.

THE MAIN THING TO REMEMBER DURING THE SALES PROCESS IS TO RELAX.

Don't hesitate to contact your resales executive if you have any questions on: **0300 100 0309** or **resales@clarionhg.com**



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HOUSING

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**TOP TIPS TO
HELP SELL
YOUR HOME**

BEFORE THE VIEWING

Making appointments

Where possible, we will try to arrange an open day for your property. By booking all appointments on the same day we can ensure potential buyers see that there is a lot of interest in your property. It also means that you can easily set aside time for the viewings.

Most buyers will want to visit at a time that is convenient for them. This is usually late afternoon, during the evening or on weekends. Try to be flexible and remember to turn all of the lights on if it is dark outside.

Outside space

Gardens and balconies can be a real selling feature. Always ensure that your garden or balcony is kept neat, maintained and clear of debris. If you have plant pots, make sure they are filled with live plants, preferably in flower. It is essential to pick up any rubbish around your property and ensure the bin store and cycle store are tidy and the doors shut.

Freshen up

Make sure that you carry out any repairs you have been putting off, ensure that the house is spotless and consider giving the walls a new lick of paint. Re-grouting the bathroom or kitchen tiles and replacing damaged carpet or vinyl flooring will also help to smarten up your property. Failure to address smaller items may lead your buyer to think that the property has been neglected and that is likely to put them off purchasing the property.

You want to give the purchaser an opportunity to imagine themselves living in the property, so it is a good idea to store away any toys, magazines or personal possessions before they arrive to create a more spacious environment.

It is also a good idea to make sure your home smells fresh when you have a viewing; open the windows and pop some fresh flowers on the table. It will make a big difference.

Pets

Whilst pets are a loving member of your family, many buyers are put off by the unwanted attention of a pet, and they can be a distraction. Wherever possible arrange for someone else to look after your pet when you have a viewing and ensure that your home is free of any pet smells.

DURING THE VIEWING

First impressions count

Before the viewing think about the best way to present your home, to really show it off. It may be helpful to do a practice run with a friend or family member first just to make sure you feel confident for the real thing.

When the prospective buyer arrives, greet them with a smile and invite them into your home. Calmly guide them around and allow them to enter each of the rooms first, before you do. This will ensure that they see the full size of the rooms and will give them a better sense of the size of the property.

As you walk around you can point out a few key points about your home that impressed you when you bought it. Think about the things that really stood out to you. Try to ask the prospective purchaser a few questions so you can get an understanding of what might appeal to them about your property.

Always end the viewing with the most impressive room, which is normally the main reception room, as this creates a lasting impression.

Be informative

If you are carrying out your own viewings, discuss your home and positive aspects informatively. Try not to 'hard sell' as this can put buyers off. You can explain how you have improved the property but never inform buyers of items that are incorrect, as this may result in the sale falling through later.

Personal safety

Most important of all is that you maintain your personal safety. When selling your property you are inviting strangers into your home, so always try to have someone with you when you carry out a viewing.

If it isn't possible to have someone with you, try to ensure that people know when you have a viewing and when it is due to end. Check in with that person at the end of the viewing so they can make sure that you have completed the viewing safely. If you have arranged the viewings yourself, please advise your resales executive of the appointment times. Never let people into your home without a prior appointment.

Finally, make sure that you never go into a room first and remain near the doorway. It is also sensible to always carry your mobile phone with you and to only arrange viewings in daylight hours.



AFTER THE VIEWING

Contact & further viewings

You must always be as helpful as possible to potential buyers, however you can run in to problems when telephone numbers are swapped. Potential buyers may want to call you direct to ask questions or to arrange a second viewing so its best to direct people back to our resales executives who can ensure everything is logged in the correct way.