

Dressing to impress



As more properties which have failed to sell find their way onto the lettings market and the number of prospective tenants remains low every single viewing counts. A successful agent, and landlord, recognises this and will take the necessary steps to ensure a speedy let and reduce any costly void period.

Once you have decided to put your property onto the lettings market act quickly to supply your agent (s) with an EPC (Energy Performance Certificate). If the property is empty provide each lettings agent with a full set of keys, experience has shown that they are more likely let the property if they have their own set and don't have to share a set. If you are marketing the property within the tenants notice period either you or your managing agent should have a discussion with them regarding the marketing campaign and their rights.

10 simple ways to dress for success

1. First impressions count. Take another look at your property as if you were seeing it for the first time. The front garden and approach to the property need to look their best, consider additional planting in pots and perhaps painting the front door. If your property is a flat or apartment can you do something to spruce up the communal areas even if it is just for the period of the marketing campaign.
2. Attend to any decorative or maintenance jobs immediately.
3. Clean the property thoroughly and recognise that even an empty property may need cleaning again!
4. Lay out the furniture (if any) invitingly. Consider removing some pieces of furniture if necessary or adding some if required. Many a property has been rejected because the rooms appear too small because the furniture is too big or there is too much of it. Consider storing pieces elsewhere.
5. Supply fresh flowers for the launch of the property onto the market and for any key viewings thereafter.
6. Be prepared to dress the property if it is empty, you want to create the impression that it feels like home.
7. Make up the beds (if any), even a simple mattress protector can look far more appealing than a bare mattress.
8. Replace any light bulbs and look at supplying additional lighting if necessary. A dark house never lets.
9. Bathrooms can be modernised easily and cheaply with new accessories such as mirrors and shower curtains.
10. Take advice from your lettings agent to ensure that your property meets their current tenant's expectations.

There is no such thing as an un-improvable home and in this market it is a must to ensure the best result.

Lucie White is a bespoke property agent experienced in lettings, property management and portfolio advice. If you would like further advice or have any questions Lucie can be contacted on 020 8549 8064 or 07767 788099.