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# SELLING YOUR HOUSE OVER THE FESTIVE PERIOD

*How to make your home stand out from the competition*



## WHY WOULD I SELL MY HOUSE OVER THE FESTIVE PERIOD?

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I want to let you into a secret. The Christmas period is a great time to sell your house!! 'Really?' – I hear you say. Yes. And do you know why?

Everybody thinks it's a bad time to sell, delay putting their property on the market until after the New Year, not realising the opportunity that they are missing. That opportunity is afforded by a decrease in competition, leaving those who have been brave enough to take that step, with a healthy playing field full of potential buyers!

According to Rightmove, 'the number of views of homes for sale on Rightmove jumped by 20% between the week of Christmas (w/c 19th December 2022) and Boxing Day week (w/c 26th December 2022), as prospective buyers considered the new choice available.'

Many Estate Agents now offer a Preview Database Service where registered buyers can view houses new to the market, often on Boxing Day, before the release date in the New Year. The buyer can then book appointments on-line before the property goes on the open market. Don't miss out on this opportunity and check if your agent provides this service. So now is the time to get your house ready for sale!

# "HOW CAN I APPEAL TO BUYERS BUT STILL DECORATE MY HOME FOR CHRISTMAS?"

Fear not! You can still embrace the festive season whilst making your home appealing to buyers. In fact, Christmas is doing you a favour. By triggering all those senses associated with Christmas's past, you will be evoking feelings of warmth and nostalgia! Painting a picture of Christmas happiness will allow potential buyers to imagine themselves in your house next year, slicing the turkey and binging on mince pies!

So, let's get started!

**Photos** – remember – people spend an average of 7 seconds viewing property on-line. Your photos have to hit the spot in that time, make yours stand out! Make sure your professional external and internal photos are taken **BEFORE** the decorations go up, no-one wants to see photos of Christmas trees in January!

**Kerb appeal** – keep the decorations simple. A single wreath on the front door and some plain white fairy lights in the garden will be sufficient. Avoid large inflatables and multicoloured lights. These may be fun (of course they are!), but may lead buyers to think they are covering up faults. Too many outlandish lights can attract drive-by viewers, giving buyers the impression of heavier than normal traffic!

**Indoors** – the same rules apply. Keep it simple and try and keep to one colour scheme, avoid too many clashing colours and multicoloured flashing lights. Use red sparingly. Keep decorations to a minimum, a co-ordinated Christmas tree, some holly and candles on the mantel, even some mistletoe! Don't stack too many presents around the tree, this takes up space, and may give the illusion of a smaller room.

*Make sure both your external and internal professional photographs are taken **BEFORE** the decorations go up!*



**Christmas Scents** – do you remember all those childhood smells associated with Christmas? The tree pines, hot mince pies, smoke from the fire? These are comfort smells associated with happy times, and remember, the way a house smells is the first thing you notice when you walk through the door.

With modern living, it isn't always possible to recreate these, but it is possible to imitate.

There are an array of scented candles, potpourri and diffusers on the high street these days. Aim for those with essence of cinnamon, spiced orange, cloves, ginger and pine. Avoid sweet heavy smells such as vanilla and peony.

Or, if you are inclined, you can make your own dry potpourri, using the above ingredients or even better, a stove pot potpourri which you can put on 10 minutes before you viewers arrive. Take a pot, add some water with your chosen ingredients, boil and simmer. If you don't have a real Christmas tree, you can add pine needles to water on their own, creating that unmistakable festive aroma!

Make sure you pay special attention to the hall and bathrooms regarding odour.

If you have a natural fire, light it, the crackling of the wood and the smoky smell will be sure to evoke childhood memories!

*Try making a stove pot potpourri 10 minutes before your viewers arrive to give that unmistakable festive aroma!*



# THE GOLDEN RULES OF HOMESTAGING - WHATEVER THE SEASON!

**Declutter** - most of us have accumulated lots of bits and pieces over the years, which in reality we never use. Take this opportunity to have a really good clear out! Too many clothes, never used gadgets, ornamental gifts all cause clutter and can make a space seem smaller. I know letting go isn't easy, but it's a mind set change, consider your donations 'pre-loved' and let them go!

**Deep Clean** - once the clutter has gone, take the opportunity to clean. Clean inside cupboards, fridges, ovens, microwaves, wardrobes, skirting boards, everywhere. You don't think someone is going to lift your toilet seat - believe me they do! Try to avoid too much bleach as this can leave an overpowering and sterile aroma. Pay special attention to bathrooms and the kitchen. If you have pets, try and give them a bath and wash all their paraphernalia, including toys and blankets.

**De-personalise** - try to remove personal items such as family photos, trophies, children's paintings (harsh I know) and create a more neutral space. It's hard for buyers to imagine themselves in a space if it is so obviously occupied by others.

**Colour** - neutral is safe, but don't be afraid of some colour. Add pops of colour with cushions, rugs and vases. Try not to have too many colours, duos of blue and yellow, green and rust, teal and gold all work. This is also a good opportunity to buy accessories for your new house up front!

**Give every room a purpose** - this is so important. 90% of buyers have difficulty visualising what can be done with an empty space, so paint that picture for them. If you have two reception rooms, make sure you have a table and chairs in one of them, and a sofa in the other. If they want to change the arrangement when they move in that's fine, but you have given them the vision that they can have both a dining room and a sitting room.

In the current climate, people are eager to see a suitable place where they can work from home. Don't be too concerned about dressing the box room as an office, just provide a softer edge with a strategically placed comfy armchair for a bit of R&R!!

Ok, all done.....now put your feet up, have a mince pie and listen to some Bing!!

Merry Christmas

