

Havebury
Housing Partnership

Selling your Home?

A guide to successfully marketing your home



January 2022

Moving on

So, you've decided to sell your property and move on, but what happens next?

It is important to note that our fee does not include taking photos or conducting viewings.

This guide will help you market your property in its best light, including how to get the best photos and how to carry out the perfect viewing!



TOP TIP

It is important to have in the back of your mind what first attracted you to the property and make a feature of these in your photos and viewings!

Location, Location, Location

It can be hard to decide where you should take photos of your home to ensure it gives a potential buyer the best visualisation of how your home looks. We would recommend the following locations;

- External photographs showcasing the front of your property, the back of your property and any garden(s) you may have
- Kitchen
- All toilets/bathrooms the property has
- Living areas (including dining rooms if your property has one)
- All bedrooms



How to get the most out of your photos

We understand that taking photos of your own property can be daunting, but by following these simple principles you will be able to ensure that what you have captured is just right. Here are some examples*;



No natural light is bad for photographs



Take photos in the day time with natural light



Unmade beds and clutter can be offputting in photographs



Keep your rooms tidy and clutter free whilst you take those important snaps



Messy worktops and tables are not great for photographs



Try and keep all surface areas clean and clear for your pictures

Most mobile phones take great photos, so this will be absolutely fine for our purposes to advertise your home.

*Images are for illustration purposes only

What are the key points to remember?

- Lighting is very important so make sure you are taking your photos in good natural light, ideally during the day
- Make sure your rooms are tidy before you take the photographs
- Ensure the beds are made
- Make sure there are no clothes on the floor in any room
- In bathrooms make sure toilet seats are down and surfaces clear and tidy
- In kitchens try to tidy work surfaces to make sure your picture is free from clutter
- Turn off your TV and ensure any personal identification isn't in the shot



What else should I know?

Your photos will be used on the Help To Buy website, our own website and possibly used on social media, so keep this in mind when you are taking your pictures.

Please also take your photos in a landscaped format, as the Help to Buy website doesn't allow us to upload photos in a portrait format.

Photos can then be emailed to us to homeownership@havebury.com.

Conducting Viewings

As part of the process, you will be expected to show any potential buyers around your home. We would suggest;

- putting lights on
- opening windows and external doors
- opening all internal doors
- ensuring rooms are tidy and free from clutter
- Remember to point out any key features that made you want to buy the property
- be on hand to answer any questions, but remember it's ok if you do not know the answer, you can say you will get back to them
- allow the potential buyer to walk around the house themselves to really get a feel for what could be their new home

If you have any further questions please do email the Home Ownership team homeownership@havebury.com

Shared Ownership

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Havebury - respecting diversity and difference

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