



**Selling your home**

**Our guide to successfully marketing your home.**



## You've decided to sell your property and **move on**, but what happens next?

Our fee doesn't include taking photos or conducting viewings. But this guide will help you market your home in its best light, including taking good pictures and carrying out the perfect viewing.

### Top tip

Keep in the back of your mind what first attracted you to the property. You can make a feature of these in your photos and viewings.

### Location, location, location

It can take time 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.
- The 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 home can be daunting, but by following this simple guide, you can ensure that what you have captured is just right.

- Lighting is very important, so ensure you take your photos in good natural light, ideally during the day.
- Make sure your rooms are tidy before you take photographs.

- Ensure the beds are made.
- Make sure there are no clothes on the floor in any room.
- In bathrooms, ensure toilet seats are down, and surfaces are clear and tidy.
- In kitchens, tidy work surfaces to ensure your picture is free from clutter.
- Turn off your TV and ensure any personal identification isn't in the shot.

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



## What else should I know?

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

Please take your photos in Landscape, as photos uploaded in Portrait orientation can sometimes get distorted and look messy. We will use 5 CORE/MAIN images, and a maximum of 20 pictures per property can be uploaded.

Photos can then be emailed to us at [homeownership@havebury.com](mailto: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 that 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 email the Home Ownership team at [homeownership@havebury.com](mailto:homeownership@havebury.com)

## Shared ownership

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