

NI Homes Step-by-Step Guide to: Preparing your home for marketing

Preparing your home for marketing is an important part of the process. By presenting your property in it's best light will help to set it apart from the others. A well presented home really does pay dividends thus the clever vendor invests much thought and energy into this aspect. Like most things in life a half-hearted approach is not enough!

At NI Homes we tailor our packages to meet your needs. All our packages include a photo-shoot of your property and some even include virtual tours.

The below list of hints and tips helps explain the process and how you can assist us in presenting your property.

About the photo-shoot:

1. The photo-shoot will take approximately 30 minutes, plus an extra 60 minutes if you would like a video tour of your property.
2. Photographs will be taken in each of the rooms with the best selected for the brochure and used in the marketing of the property.
3. Photographs of the garage, laundry, utility, workshop are not usually taken, unless they have special features.
4. Please advise us if there are any special features in your home so that these can be captured.

Preparing the outside of the dwelling:

5. You should try to remove all vehicles from the driveway and if possible ensure the street in front of the house is clear.
6. Place wheelie bins, toys and any garden hose pipes in the garage or hide them away.
7. If possible you should mow the lawn and tidy the garden.
8. Sweep the driveway and patio.

Preparing the inside of the dwelling:

9. Remove magnets, stickers and photos from the refrigerator.
10. Clear your counter tops as much as possible in both your kitchen and bathroom.

11. Ensure bathroom glass and mirror is spotless.
12. Remove all shampoos, soaps, toothbrushes, bath mats, toys and hairdryers.
13. Check all light bulbs are working and that reading lamps / bedside lamps are plugged in.
14. De-clutter rooms where necessary. Store any additional items in a room which you do not want photographed.

Just prior to the Photo Shoot:

15. Set the table (optional)
16. Open all blinds
17. Turn on all lights
18. Turn off the television
18. Put pets away
19. Remove any washing from radiators, clothes line etc

Should you have any additional queries please feel free to contact us and we will be more than happy to assist you.

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