

# 10 Top Tips: Getting Ready for Market

**A first impression is the single most important aspect of your rental properties marketing campaign.**

**Recent studies have reported that it takes the human brain, just 7 seconds to make a great first impression. What does this mean for property marketing? It means that property presentation, will be the deciding factor in whether your property rents fast, or doesn't.**

**At Lettings Company, our aim is to make sure that the first impression of your rental property is the best that it possibly can be. It really does pay to be prepared, which is why we've put together 10 top tips of practical advice, to get your property into shape, ready for photography and viewings, both virtually and in-person.**

## **1. Vacuum & mop; your two best friends**

Making sure that the property is clean and inviting goes a million miles when it comes to photography, video and viewings. A little bit of cleaning can go a long way. It shows to the potential tenant that this property is taken care of and by extension, they too can expect to be taken care of.

## **2. A working light bulb in every fitting**

This is important for two reasons. Firstly, we want the property to come across as warm, bright and homely. Secondly, checking and maintaining lighting will ensure the property can always be shown in the best light, no matter the time of day.

We work both inside and outside of conventional 9 to 5 hours, so many of our viewings take place at night.

## **3. Remove all rubbish & hide your bins**

We can all agree that there isn't anything inviting about rubbish bins, so removing them from view will not only create a cleaner space, but will also ensure that there are no unsavoury smells in the property. Often there can be left-over refuse from a previous tenant, so make sure to dispose of it all.

## **4. Make the beds & plump the cushions**

Continuing the theme of warmth and being inviting, having your beds made up ready for sleeping and cushions nicely arranged to all seating areas promotes a healthy life style and can attract tidy, house proud potential tenants to view your property.

## **5. Clean lines & less clutter**

Research in consumer trends has revealed that the overwhelming majority of would-be renters have a naturally higher interest in properties with a tidy appearance, so high traffic areas of the home need to be 'on point'.

Have a good de-clutter, this will give you clean and tidy lines around the property, especially within the kitchen and living areas. Take care to remove personal effects and unnecessary ornamental pieces, only leave the bare essentials. Less is more.

## 6. Paintwork is an investment

If you find that there are one or two areas of paintwork in your property that could do with a touch-up, consider making this investment early on. You'll find that later down the line, the better the condition of your property, the better the position you will be in as a landlord to justify charging the best rent possible.

Making these small adjustments early on will also allow you to give your new tenancy a fresh start, something new tenants very much appreciate.

## 7. Clean kitchen appliances

If your property is going to the rental market with white goods provided, take extra care to ensure that these are cleaned thoroughly. Tenants can be quite particular when it comes to appliances, especially the oven and hob. It pays to break out the oven and hob cleaner and have them gleaming, especially for photography. It enables us to feature them in your marketing and serves as a great indicator of the cleanliness level a tenant can expect of your rental property.

## 8. A dash of colour

When it comes to differentiating your property from the competition, it can come down to as little as the colours that catch the eye of the prospective tenant.

We recommend that you take any chance you can to incorporate colour in your property. This can be simple to do, perhaps a colourful vase with some flowers, or a statement fruit bowl with some exotic fruit, these small things could make your listing stand out from the crowd.

## 9. Glass that gleams

This one definitely gets overlooked and can really make a difference. By ensuring that windows, glass doors and mirrors have a great shine, you can really improve your property photos. Keeping on top of this while having viewings might just get you that quick rental you are looking for.

## 10. Don't forget the garden

If your property rental has the added benefit of an outside space or garden, showing this off in the right way can be a game changer for your property marketing.

Ensure that you maximise your outdoor potential. Mow the grass down to a fine level, maintain the bushes and shrubs, keep footpaths around the property power washed. Plant some flowers for that added splash of colour. This can transform your curb appeal and impress potential viewers before they have even walked through the door. All it requires is a little elbow grease.

**All of our tips have proven to increase the let-ability of rental properties and achieve increased rental value. Implementing them will enable you to get the edge on your competition and make the most out of your property marketing without it costing the earth.**

**We look forward to photographing your property and getting you on the market very soon!**

**If you have any questions, please do not hesitate to contact us.**

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