



SPENSERS

SPENSERS RESIDENTIAL



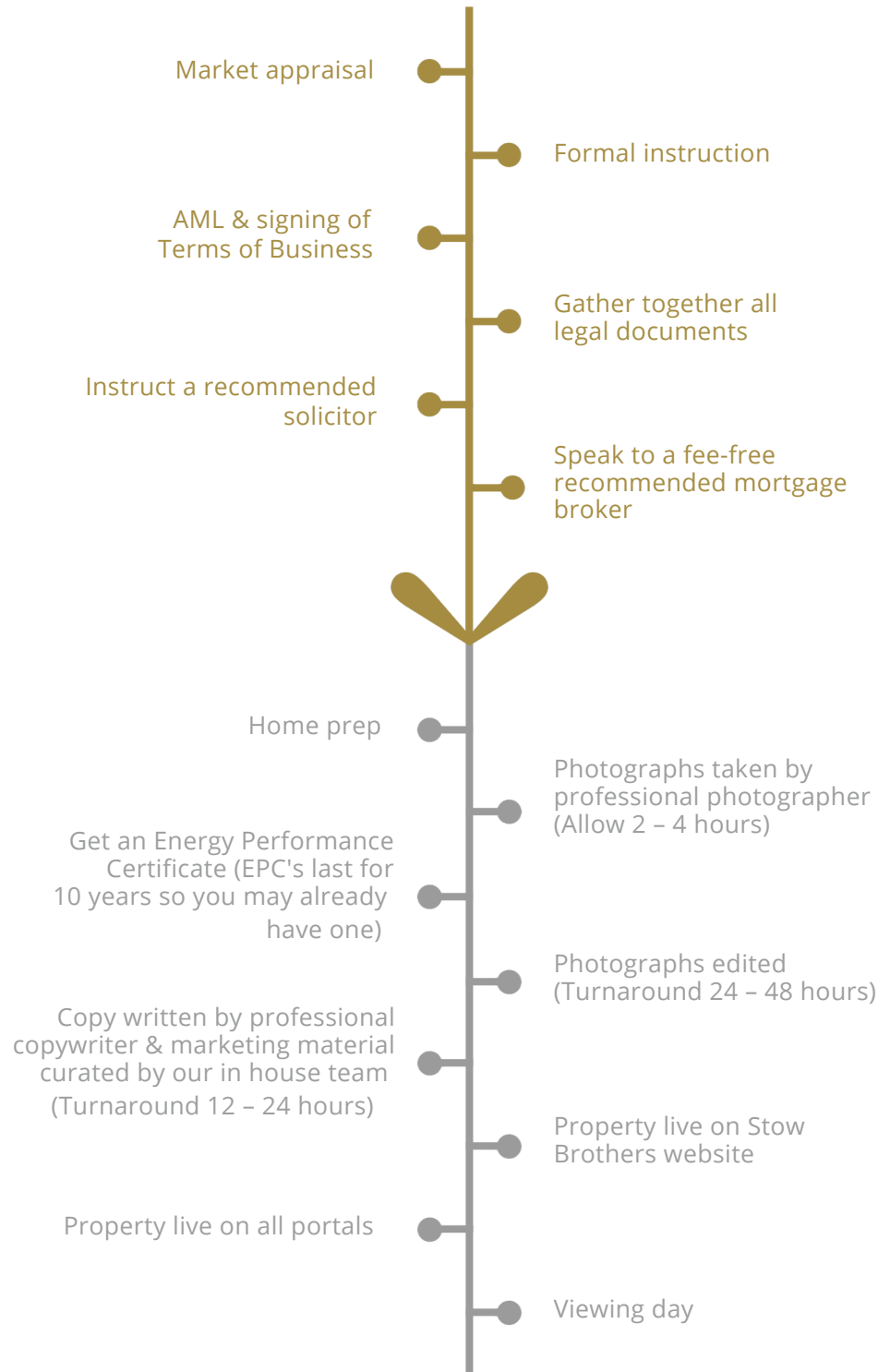
Thank you for choosing Spensers Residential.

We look forward to helping you find the right buyer. This guide will help you prepare your home for marketing and achieve the best result.

Jamie Reid

Founder & Director

Marketing & Compliance Timeline

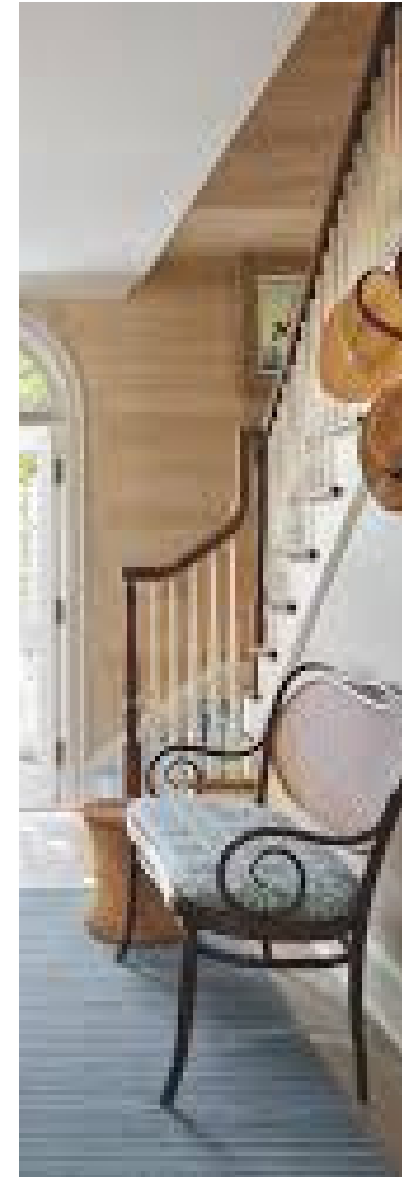


Preparing your home for marketing involves several important steps from the moment you decide to begin, right through to welcoming viewers through the door.

→ We begin with a visit to meet you. At your home, we'll carry out a market appraisal. This gives us valuable insight into your property, its unique features, and its location. It also helps us understand your priorities and agree on an accurate valuation, the price we believe we can achieve along with the right strategy for the current market.

→ The timeline on the left shows all the key points. We'll guide you through the key steps and highlight, where we'll need your input from instructing a solicitor and preparing for professional photography, to making sure everything is ready for viewings.

The more effort you put in at this stage, the greater the rewards when your property goes to market helping to generate more enquiries and more viewings.



If you'd like support in preparing your property correctly, please speak to your valuer.



Get 'Sale Ready'!

→ At this stage we strongly advise appointing a solicitor as early as possible so they can begin completing your seller documents, such as the property information forms.

You'll also need to gather all relevant paperwork, including (where applicable) the leasehold management pack, LPE1 form, EWS1 form, Landlord's Certificate, guarantees for installations such as boilers or windows, and any building regulations certificates for work carried out.

Please note that some of these documents can take up to three months to be provided.

RECOMMENDED SOLICITORS

• Cavendish Legal

Our Business Team
jamie@spensers.co.uk

We work with a panel of trusted and experienced solicitors. Please contact a team member if you'd like further recommendations.

→ Spending the time doing this now will highlight anything outstanding that may need to be chased with a supplier, helping to ensure a smoother sale, a better-informed and more committed purchaser, and far less stress overall.

We also have a panel of highly recommended solicitors who can help you get 'sale ready' — see below.

→ At this point please do think again for any important information about your property that we need to be aware of, as it helps us assess it accurately and achieve the best possible price.

→ Finally, speak to a mortgage broker: This includes your plans for your next purchase, mortgage options, and budget, as well as obtaining an agreement in principle. Details of our recommended fee-free broker can be found on page 5.





If you're looking to purchase (or build) a property as a home or an investment, we promise to find the right mortgage and insurance products for you, tailored exactly to your needs and circumstances. With (always) free expert guidance and advice, we'll help you navigate the myriad of information, so you can make clear, informed decisions that are right for you. We pride ourselves on clear, jargon-free advice. So, if you need a hand to get started, let us be your guide.



T: 01442 353 311 E:
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PREPARING YOUR PROPERTY FOR PHOTOGRAPHS



→ We work with professional photographers aim to capture the highest quality images, and your input is invaluable in helping them showcase your home at its very best!

→ Keep in mind that everything visible in a photograph remains in the image, it can't simply be 'Photoshopped out.' Not only is altering images misleading, it's also illegal. Please do your best to present your property at its best on the day. Photographers may adjust small items or suggest moving furniture to enhance the shots.

→ Before scheduling a photoshoot, please inform us of any features that may not be immediately visible to the photographer. This could include communal gardens, an off-site garage, a hidden pantry, bespoke fittings, or any other elements that deserve to be highlighted.

→ Once a date is set for the photography, it's time to start preparing! The duration of the session will depend on your property's size and any unique features, so having everything ready beforehand will help the photographer capture the best results. Please allow 2-4 hours for photography and videography, depending on the property.

→ We use natural light: To achieve a soft, 'lifestyle' feel in the images, we strongly recommend having your windows cleaned inside and out just before the shoot. This maximises natural light—and it really does make a noticeable difference—while also making your property look its best!

→ If you're unable to have everything ready in time, or need to cancel for any reason, please inform us as soon as possible.

Yes! First
impression
counts





→ Naturally, everything should be sparkling clean and clutter-free. We recommend starting a few days or even weeks in advance, and booking professional cleaners if needed to ensure everything is ready in time.

Keep surfaces clear of clutter by removing cleaning products and unnecessary items from worktops. And don't forget to put the toilet seat down!

→ In living areas and bedrooms, we advise Try to keep as much floor space clear as possible. For example, remove any extra chairs or small tables that could make the room feel crowded.

→ Check that there aren't unruly piles Avoid leaving piles of items around — for example, tidy up stacks of books — and make sure anything stored under furniture isn't visible. If in doubt, move it out of sight.

→ If you have throws on furniture Ensure these are neatly arranged (or artfully styled) and check that any rugs are clean, laid flat, and not curling at the corners.

→ Clear away any toys, extra shoes, coats and any pet accessories. Your home should still feel lived-in — just neat, welcoming and well presented.

→ For garden and main outside shots, We recommend moving any bicycles or garden equipment out of sight, and, where possible, hiding bins and recycling containers to keep the space looking neat and uncluttered.

→ Before the photographer starts, please inform them of any potential issues — such as a door or window that won't close once opened, or a table that could become unstable if moved.





BEFORE

AFTER

The Big Day

→ On viewing day/s, your home should be presented in the same way as it appears in the photographs. Consistency is key, which is why we aim to group viewings together — minimizing the effort required to keep your home looking as buyers expect.

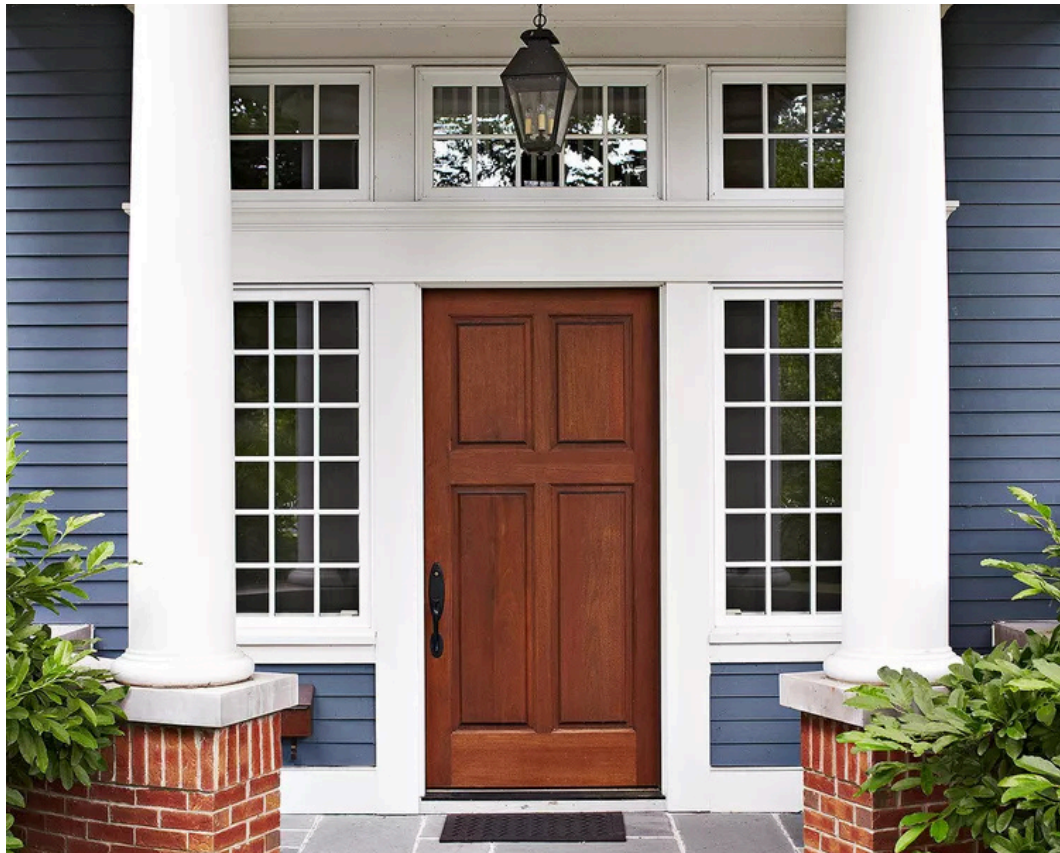
→ How your property smells (or doesn't) is just as important as how it looks.

Smell is just as important as appearance, so avoid cooking anything the night before that may leave a lingering odor. If the weather allows, open a few windows briefly before you leave to let in some fresh air.

During summer viewings, we may open windows to keep the property feeling fresh, so please leave any window keys accessible for us.

→ We'll handle all viewings, so there's no need for you to be at the property. Why not plan something enjoyable for the day — or even the weekend? We'll let you know once all viewings are finished, so you can return home at a time that suits you.

→ The following pages show some examples of our previous property photoshoots, showcasing the exceptional standard of photography you can expect for your own home.



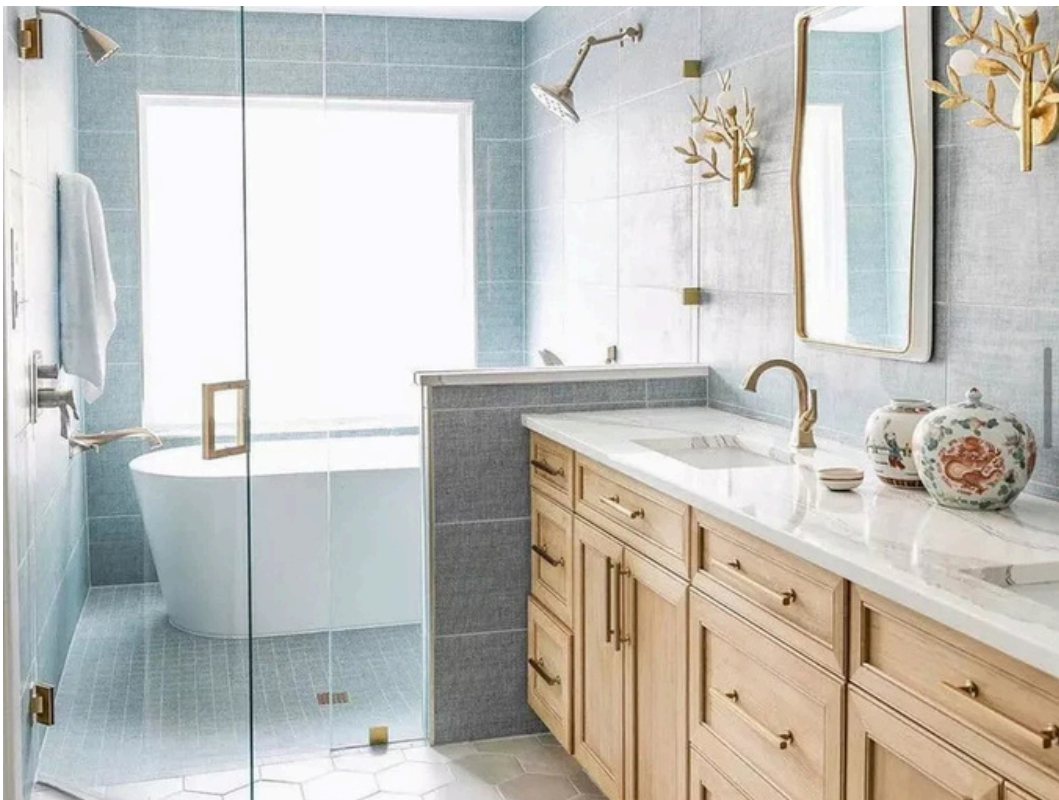
↑ Plants add life and color to your home's interior.



FOLLOW US:

- ➔ jamie@spensers.co.uk
- ➔ Spensers.co.uk





The Personal Touch

READY FOR YOUR CLOSE UP?



As well as photographing your home, we'd love to take a quick portrait of you, your partner, family or even your pets — whoever is happy to be involved. It could be on the sofa, by the front door, in the kitchen or in the garden — wherever you feel most at ease.

We'll feature this alongside your 'Word From The Owner', helping to add a personal touch and create a stronger connection with potential buyers.

It's completely optional, but if you'd like to take part, please be ready so there's no need for a last-minute outfit change.

We'll also need your permission to use the image in your property listing and on social media, so we'll ask you to sign a simple release form on the day or shortly afterwards.





→ Our photographers have 48 hours to ensure delivering very best images. We carefully select the strongest final photographs and we appreciate your patience during this process. Once approved, the images and floorplans are sent to our professional copywriters, who craft a polished and engaging description of your property and the surrounding area.

→ Next, Onboarding & Curation: Our team will then create your marketing brochure, which will be sent to you for review and approval. At this stage, it's essential that you carefully check all property details and descriptions to ensure they are accurate and factual, as this is a legal requirement.

→ Once the brochure is approved by you, we'll schedule the marketing launch, building momentum ahead of the agreed viewing day(s).



Sit back and feel confident knowing you've made the very best first impression.



If you're unsure how to present your property at its very best, speak to your valuer or get in touch with us. We can offer guidance on rearranging furniture, decluttering, and what to store away. If needed, we can also recommend professional staging specialists and trusted cleaners. What's next?

Whether you're buying your next home or planning to rent for a while, there's plenty to consider. You may already be familiar with the process, but if you'd like a refresher — including any recent changes — contact us to request one of our helpful guides, designed to keep your move as smooth and stress-free as possible.



CONTACT ↓

SPENSERS RESIDENTIAL

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