Signature Homes

BY HOWARD CUNDEY LIVE

FIRST IMPRESSIONS

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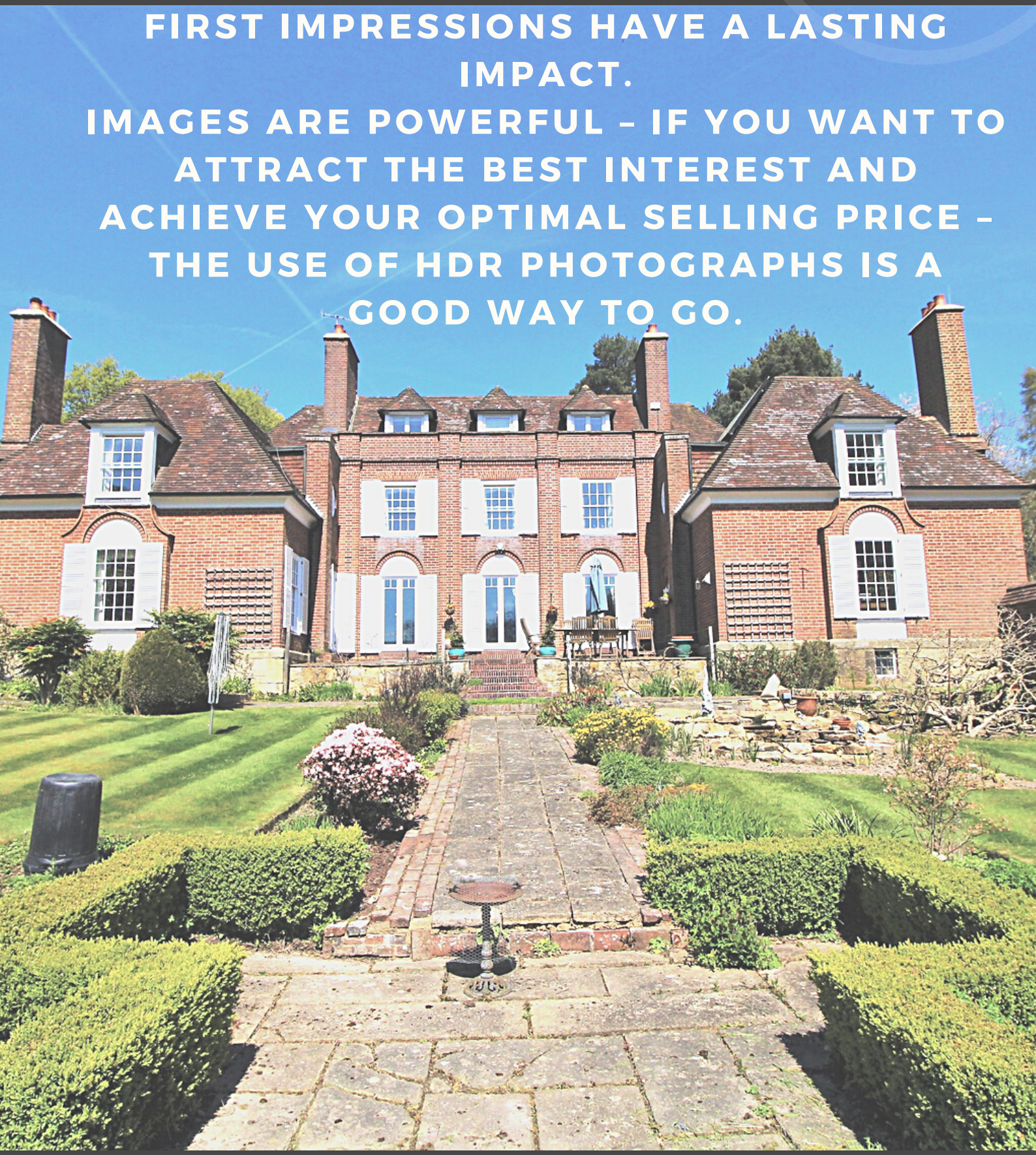
REALTY ELITE



FIRST IMPRESSIONS HAVE A LASTING IMPACT.
IMAGES ARE POWERFUL – IF YOU WANT TO ATTRACT THE BEST INTEREST AND ACHIEVE YOUR OPTIMAL SELLING PRICE – THE USE OF HDR PHOTOGRAPHS IS A GOOD WAY TO GO.

The more people who are attracted to view your home, the more potential there will be to achieve its optimal selling price.

By making sure that your property's photographs are the best they can be,

You can be confident that it will get noticed for the right reasons.

At Howard Cundey we recommend the importance of presenting a property to the market in the most effective way.

Make a real difference to your property's marketing presentation - and consequently to your eventual selling price.

What photographs are likely to be taken?

- The exterior of the property
- Gardens/grounds, outbuildings etc
- Living room
- Kitchen
- Bedrooms

If you have a favourite view of your property's exterior or interior then it would be a good idea to tell our photographer when they arrive.

Make sure that all light bulbs are working, especially low-voltage down-lighters such as those found in many kitchens. Picture lights, too are very effective at creating visual interest

Branded plastic bottles, such as washing-up liquid, shampoo bottles, toothbrushes / toothpaste etc. are best kept out of sight

Tidy away papers: but in moderation, quality magazines and coffee-table books can add appeal.

Bedrooms

Dressing beds with colour coordinated throws, cushions and crisp white linen can make the room look fabulous.

A small child's bedroom can be imaginatively dressed with some high quality toys, arranged on a rug perhaps. They should be de-cluttered as much as possible

DINING ROOM

A fully-dressed dining table can look sensational. It can be as important for your property's photographs to illustrate an attractive lifestyle as it is for them to display your accommodation.

Some coffee cups and a milk jug on a breakfast table will look more interesting than an empty space.

Consider dressing your dining table.

A bare table with nothing on it looks dull and uninteresting.

As a minimum, have a centrepiece to break up the slab-effect

EXTERIORS

If forward planning is not possible in your case, do not worry unduly, we will still work hard to make a great presentation of your home's attributes nevertheless.

A freshly mown, stripy lawn will create the right first impression. good weather is more important than a pristine garden.

GARDEN TABLE

If you have a garden table, dressing it will give the garden photographs more impact. If you see your property as a family home, then a tablecloth, jug of squash and glasses etc, will help promote that lifestyle

Alternatively, a bottle of wine and glasses with something in them might be more fitting for other properties.

Place cushions on garden chairs and loungers, if you have them, to promote the idea of a luxurious lifestyle. Be as creative as you like.

Garden umbrellas should be opened, especially if they can be seen from indoors

3D virtual property tours, allowing
more people to view propertylistings, at anytime from anywhere
Give prospective buyers an immersive property viewing experience
Enable limitless property viewings without the need for appointments

Night Photography
Quality photographs taken at night will really make your property stand out in its advertising and on property websites. For these to work well, there should be adequate exterior floodlighting.

1080 HD Video of your home to allow for virtual viewings
The property showcase will captivate buyers and generate
up to 50% more interest in a listing. It gives prospective buyers a better experience during their property searches,

We hope that these thoughts have inspired your creativity and that you feel encouraged to think about how to get the very most from your property's promotional photographs, so that in turn they will assist you in achieving the best possible price for your home.

On Instruction

- The HDR portfolio is emailed for you to choose your photographs
- We will produce an 8 page signature homes brochure
- Other selected photographs will appear on the portals

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PREMIER MARKETING

0800 688 9777

REGIONAL HUBS IN KENT SURREY AND SUSSEX

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