

A HOW-TO GUIDE

Get Maximum Value for Your Home: 5 Expert Tips for Sellers



MEYERS
MOVING BEYOND EXPECTATIONS



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ABOUT MEYERS

With Meyers, You'll Feel The Care.

We're a family run business, which influences the way we work. Our customers always come first and the service you receive from our 'family' of experienced professionals is tailored to exactly meet your individual needs.

Selling? We accompany around 90% of our viewings and we specialise in fast sales for customers so we aim to call you back by the end of the day.

Mortgages? Our great local connections mean you can be referred to respected and friendly professionals.



We're better value. We believe our service will not be beaten by any local agency.

We give back to the community. Our community fund has raised over £300,000 for local good causes since 2011.

Our philosophy is simple. We're friendly, experienced, determined, great value and absolutely focused on you. We really look forward to hearing from you.

Mark Meyer



Contact Us Today

Trusted Property Experts

Maximise Value with Minimal Hassle.

You want to achieve the best price when selling your home – and we're here to help you do that!

But how do you get viewers excited enough to offer the asking price? The secret lies in clever presentation!

It's not just about making it look 'nice', it's about creating an emotional pull that makes potential buyers 'need' to make your home, their home.

Every decision a buyer makes is influenced by what they see, feel, and smell when they walk through your door.

If you're selling, use our five creative strategies to shift your home from 'just another listing' to the dream home your viewers have been searching for.



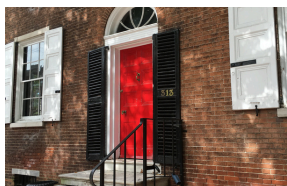
DID YOU KNOW?

*Zillow

Homes with bold front doors can sell for up to £5,000 more!

ONE

Create a Signature Feature Buyers Will Remember



Buyers often view multiple properties in a day, so make yours the one that sticks in their mind. Standout features help potential buyers picture themselves living in your property.



- Choose a statement front door colour. A vibrant teal or heritage red can make your home instantly recognisable.



- Add an Instagram-worthy corner.
- Create a perfectly styled reading nook or coffee bar to make your home feel aspirational.



- Create striking kerb appeal.
- Hanging fairy lights in your garden gives potential buyers a reason to remember your home.
- Go for a personalised scent. A fresh, inviting signature fragrance like fresh linen or vanilla, creates an instant emotional connection.

TWO

Tap Into the Power of Sensory Marketing

People don't just buy with their eyes - they buy with their senses. Engage all five for maximum impact and turn your home into a sensory experience. In doing so, viewers will form a stronger emotional attachment to it.

- Play soft background music. Light jazz or acoustic tunes create a relaxed atmosphere during viewings.
- Have a fresh pot of coffee brewing - tried and tested tricks are best! The scent is inviting and comforting, making viewers feel at home.
- Add texture with layered soft furnishings. Chunky throws, plush cushions, and crisp bedding will make your rooms look and feel luxurious.
- Set a comfortable temperature. Too hot or too cold can make buyers rush through a viewing instead of taking their time.



THREE

Sell the Lifestyle, Not Just the House!

Buyers aren't just looking for bricks and mortar – they're buying into a dream. Make that dream as clear as possible by helping viewers feel like they're upgrading their lifestyle, not just buying your house.



- Spare room = sleek home office. Add a stylish desk, and simple accessories.
- Dress your garden. A small bistro set, lanterns, and soft cushions make a tiny patio feel like a luxury alfresco retreat.
- A reading nook, yoga corner, or compact home gym highlights flexible living.
- Bathroom? Or mini-spa! Fresh white towels and luxury toiletries will transform this room.

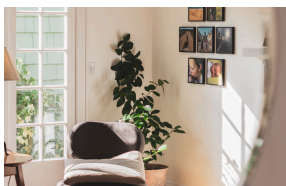


DID YOU KNOW?

Mirrors placed opposite windows make a room appear up to 30% larger.

FOUR

Use Psychology to Influence Buyer Perception



Subtle tricks can make potential buyers feel more confident about your home's value. A few well-placed psychological nudges can make your home feel more valuable without the need for major renovations.



- Strategic lighting. Keep lights on for evening viewings to create a warm, welcoming glow.



- Place mirrors opposite windows. This amplifies natural light and makes rooms feel bigger.



- Set the dining table. Suggest your home is perfect for entertaining and making memories.

- Open doors between rooms. This makes your home feel more spacious and encourages a natural flow.

- Display fresh flowers in odd numbers. Groups of three or five are more visually appealing than even-numbered arrangements.

FIVE

Turn 'Flaws' Into Selling Points

Every home has its quirks, but instead of hiding yours, find ways to highlight its charm. Emphasise what makes your home unique, and buyers will see those features as bonuses, not drawbacks.

- Small bedroom? Make it a cosy retreat with warm lighting and luxurious bedding.
- Low ceilings? Wallpaper with vertical stripes or hang floor-to-ceiling curtains to create the illusion of height.
- Compact kitchen? Show off smart storage solutions and stylish space-saving gadgets.
- No fireplace? Create a stunning focal point with an oversized piece of art or a statement mirror.
- Awkward room layout? Use multifunctional furniture to show how the space can work better.
- No built-in storage? Stylish open shelving, baskets, or modular storage solutions look great.



EASY IDEAS TO MAXIMISE VALUE

Small Investments for Big Returns

If you're looking to add value to your home without spending a fortune, these small upgrades can make a big difference:

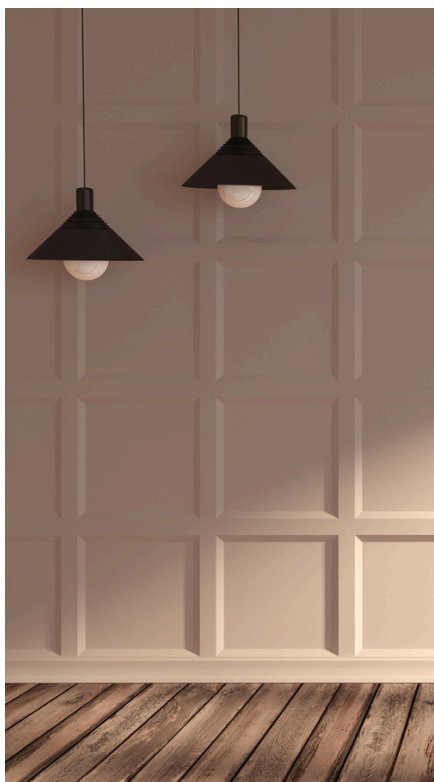
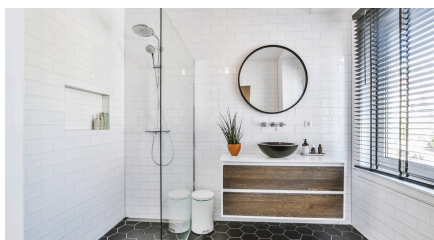
- Fresh paint on walls and doors.
- Modern door handles.
- Updated light fittings.
- New house numbers.
- RegROUTED tiles in bathrooms.
- Attractive window dressings.
- Upgraded kitchen taps.
- New kitchen splash backs.
- Shelving in rooms without storage space.



EASY IDEAS TO MAXIMISE VALUE

Small Investments for Big Returns

- Upgraded switches and sockets.
- New under-cabinet lighting.
- Stylish bathroom mirrors.
- Modern kitchen appliances.
- Soft-close hinges on cupboards.
- Wall panelling.



**63% of us
prefer neutral
styles and tones
in our interiors
to appeal to a
wider pool of
potential buyers**

ZOOPLA

Contact us
today for
your **FREE**
valuation.



MEYERS
MOVING BEYOND EXPECTATIONS

Find out why more people than
ever are trusting Meyers to sell
their home.



Selling your home?

**For a free expert or instant
valuation, head to
meyersestates.com and find
your nearest branch partner
who can help.**

If you have instructed another agent on a sole agency and/or sole selling rights basis, the terms of those instructions must be considered to avoid a possible liability to pay two commissions.