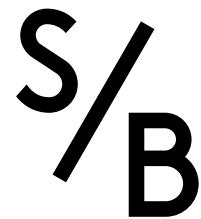


THE STOW BROTHERS

Your Home Prep Guide



Firstly, thank you for instructing
the Stow Brothers!

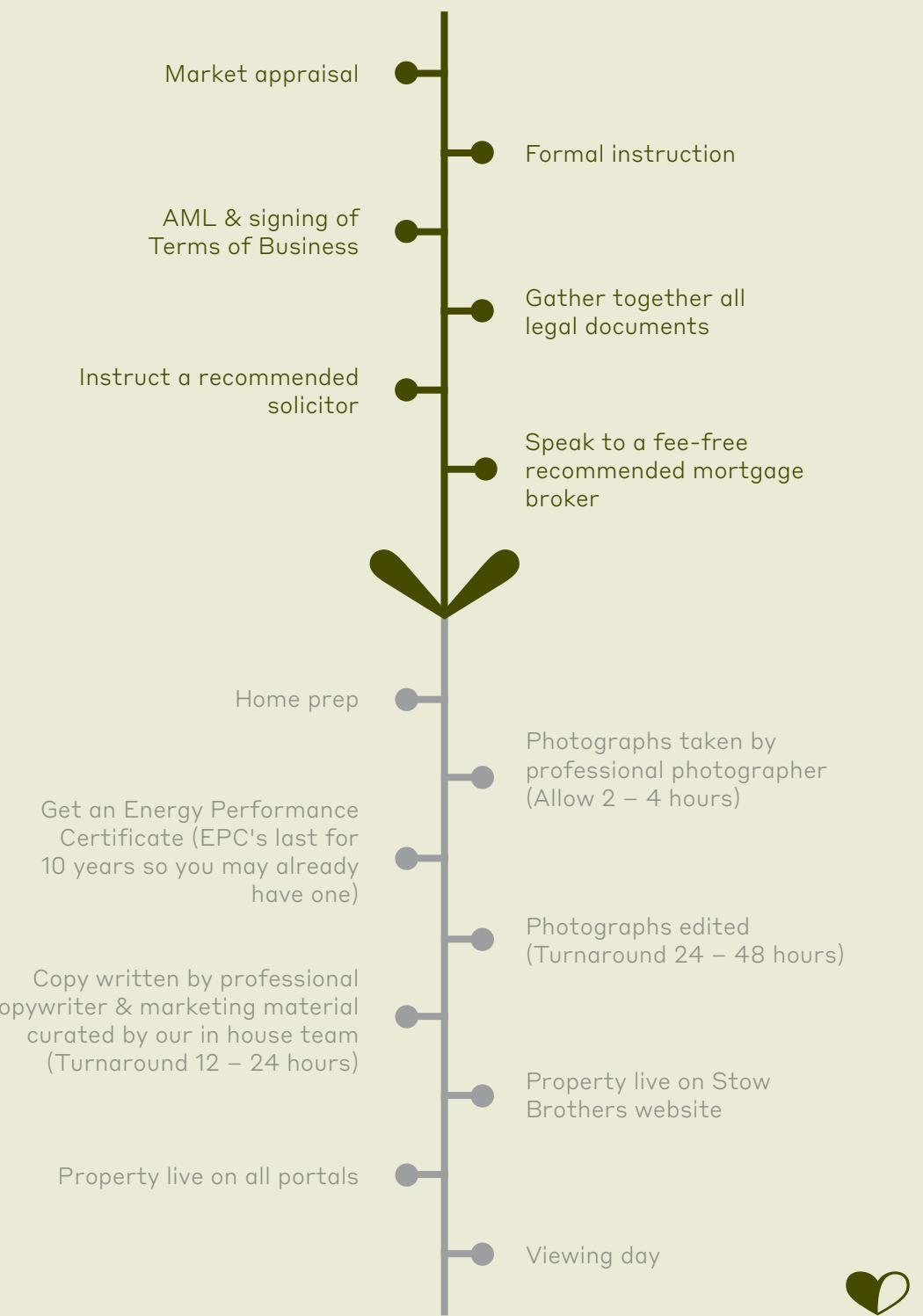
We look forward to helping you
find the perfect buyer for your
home, and have created this guide
to help you prepare your property
for marketing — for the best
results possible.



Andrew & Kenny Goad
Founders & Directors

Marketing & Compliance Timeline

03



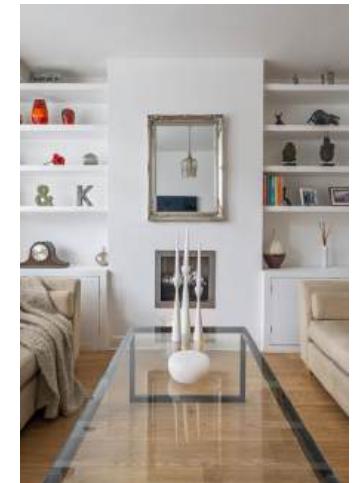
The Listing Process

There's a great deal to preparing your house for marketing from the point you decide you're ready to start the process, to getting those viewers through the door!

→ We start with a visit to meet you at your home for a market appraisal, which gives us a really good insight into your property, its unique selling points, and also its location. This helps us understand your property, what your focus is and to set that all-important valuation, i.e. what we believe is the best possible price we can achieve and the most appropriate strategy for the current market.

→ The timeline on the left shows all the key steps we will go through and where we need your input to help prepare everything - from instructing a solicitor to preparing for professional photos, to being ready on the viewing day.

→ The more effort that's made now can really pay dividends when it comes to marketing your property, by generating more enquiries and then subsequent viewings!



If you require assistance with making sure your property is prepared in the correct way, then speak to your valuer.

→ At this stage we strongly advise you to appoint a solicitor to complete as many of your sellers documents as possible e.g. property information forms. You'll also need to gather all the relevant paperwork for your property such as the leasehold management pack (if selling a leasehold flat) LPE1 form, EWS1 form, Landlords Certificate and guarantees for any installations such as boilers, windows etc, and any building regulations certificates if you've had work completed. **Please note, these documents can take up to 3 months to come through.**

- Spending the time doing this now will highlight anything missing that you might need to chase from a supplier, and will really help with a smoother sale and a more informed & committed purchaser not to mention less stress. We have a panel of solicitors that come highly recommended and will help you get 'Sale Ready' – see below.
- At this point please do think about any 'material information' that we will need to know about, as it will help us accurately assess your property for the best price possible.
- Finally, speak to a mortgage broker regarding your onward purchase for mortgage rates, your budget for your next home and to get an agreement in principle. See the details of our fee-free recommended broker on page 5.

RECOMMENDED SOLICITORS

- **Cavendish Legal**
New Business Team
020 3836 9121
quotes@clglaw.co.uk

- **JE Baring & Co Solicitors**
Jack Bending Partner
020 7242 8966
JackBending@jebaring.co.uk

We have a panel of experienced and well-regarded solicitors so please speak to a member of the team for further recommendations if needed.





ManyHands

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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.



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hello@manyhandsmortgages.com
 020 8076 4700

PREPARING YOUR PROPERTY FOR PHOTOGRAPHS



- We work with professional photographers to capture the highest quality images, and we really appreciate your input in helping them to take the very best photographs of your home!
- Please remember that whatever is in a photograph stays there, and we can't just 'Photoshop it out'! It's misleading and it's also illegal, so please do everything you can to make your property look its best on the day. The photographers may move small items around or suggest moving furniture.
- Before arranging an appointment, please let us know about anything that may not be obvious to the photographer. For example, communal gardens, an off-site garage, a hidden pantry, or bespoke fittings; basically anything that should be showcased.



First impressions really do count!

- Once we've agreed a time and date for the photography, you'll need to start preparing! How long the photographer is with you will depend on the size of the property and any unusual features, so having everything ready prior to their arrival will help them to get the most out of the session.

Photography and videography takes time, so please allow 2 - 4 hours depending on the size of your property.

- We use natural light whenever possible for a soft 'lifestyle' feel of imagery, so we really recommend having your windows cleaned inside and out just before the shoot to maximise the available light (it really does make a difference). Plus, it just makes your property look better!
- If you don't think you'll have everything ready in time, or you need to cancel for any reason, then please let us know as soon as possible.



Getting Each Room Ready.



- Naturally, everything should be sparkling clean and tidy, so we really recommend starting a few days or even weeks beforehand – and plan the time to book cleaners if you need them!
- Kitchens and bathrooms should be clear of clutter, so remove any cleaning products or unnecessary items from worktops. Don't forget to put the loo seat down!
- In living areas and bedrooms, we advise that you keep as much of the floorspace as possible clear. For example, remove any extra chairs or small tables that might make the space feel busy.
- Check that there aren't unruly piles of things around (can you neat up stacks of books?), or any items being stored underneath furniture aren't visible – if in doubt move it out!
- If you have throws on furniture make sure these are neatly placed (or casually thrown!) and make sure any rugs on the floor are clean, straight and not curling at the corners.
- Clear away any toys, extra shoes and coats, or pets bits and bobs – of course your home should still look like a home, but just tidy and welcoming!
- For garden and main outside shots we recommend that any bicycles or garden equipment are moved out of the way – and if possible hide bins and recycling containers.
- Before the photographer starts on the day, please let them know of any issues, like a door or window that won't close once opened, or a table that might fall over if it's moved!





BEFORE

AFTER

→ On viewing day/s, your home should be presented in the same way as in the photographs. This continuity is key and is why we will always attempt to group viewings together, as it minimises the work you have to do to maintain the property as people will expect it to look.

→ How your property smells (or doesn't!) is as important as how it looks, so try to avoid cooking anything that might leave a lingering smell from the night before. If it's not too cold, open a few windows for a short while before you leave to let some fresh air in. In summer we may open a few windows during viewings so please leave any window keys out for us.

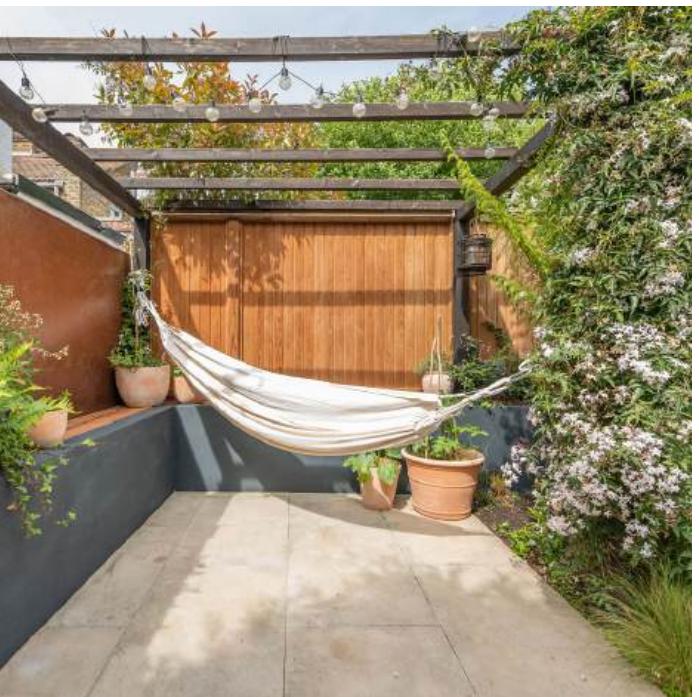


→ We'll manage all the viewings so you won't need to be at the property, so you might want to plan a treat for the day or even the whole weekend. We'll let you know when all the viewings are complete so you can arrange to return home when you're ready.

→ The following pages show some examples of our previous property photoshoots, to give an idea of the incredible standard of photography that you can expect of your own home.



↑ PLANTS CAN
BRING LIFE AND
COLOUR TO THE
INTERIOR OF
YOUR HOME





The Personal Touch



READY FOR YOUR CLOSE UP?

As well as taking pictures of your home itself, we'd love to take a quick portrait of you/your partner/family/pets - whoever is willing! It might be on the sofa, by the front door, in the kitchen or the garden - wherever you feel most comfortable. We'll use this portrait alongside your 'Word From The Owner' as it really helps to personalise your property in the minds of potential buyers.



It's by no means essential but if you do decide to, please make sure you're ready and won't need to dash off for a quick change of outfit! We'll also need your permission to use it for your property listing and on social media, so we'll just need to ask you to sign a release form on the day, or shortly afterwards.

Preparing the Brochure

→ Our photographers have 48 hours to get the best images back to us — we appreciate your patience while we select the perfect final photos. Once chosen, these are sent together with floorplans to our professional copywriters, who will produce an eloquent description of your property and the surrounding area.

→ Next, our Onboarding & Curation team create the marketing brochure, which you'll be sent to review and approve. At this stage, it's crucial that you check and confirm that everything included in the property details and description are correct and factual — as this is a legal requirement.

→ Once the brochure is approved by you, we'll schedule the marketing plan to start, leading up to the agreed date for the viewing day/s!



Relax knowing you've made the best possible first impression!



Need Some Help?

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If you're just not sure how to make your property look its absolute best, speak to your valuer or contact to see how we can help — we may be able to send someone to advise on rearranging furniture or what to hide away. If necessary, we can recommend expert property staging and we can also put you in touch with trusted professional cleaners too.

What's next? Whether you're planning to buy your next home, or are stepping off the ladder for a while to rent, there are lots of things you'll need to think about on that side of things. As a homeowner, you've probably already been through the process, but if you need a reminder of what's involved (and any changes in what's expected of you), get in touch with us to request one of our other handy guides, to keep the journey as smooth as possible.



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