



Showcasing your property:

How to present your property to  
prospective buyers and tenants

## First impressions

In all walks of life, first impressions set the tone for the future. Your first contact informs you and, in some cases, influences you in what is to follow. The same is true for property. Whether renting or selling, you need to grab the audience's attention as soon as they see the property. Nowadays, that means not just the exterior of the house, but also the first pictures you see online or the image that appears first on your video tour.

On portals, the first photo that appears as the image on a property significantly influences whether the viewer will look further or move on to the next property. Make sure that you pick the best view of your property – even if it is not the front façade. Sometimes a view from the back garden or of the modern interior can be much more successful.



A clean, polished look, whether your property is a listed building or a new build, is important to tenants in Oxford and properties that present like this garner much more attention. Even older properties should clearly show that they are well looked after to ensure the highest level of interest.

When viewing in person, it is imperative to make the front of the house as presentable as possible to set the tone for the rest of the viewing. For this, you need to make sure that items such as bins are tidy and, if possible, out of sight, the front garden is managed and weeds growing on the driveway or front borders are removed. Windows, doors and patios should be clean to ensure the property looks its best. Below are examples of what to do (or not to do) for your primary photo.



- ✓ High image quality, including brightness and blue sky.
- ✓ Angle chosen to encompass entire property with the property located centrally in the picture.
- ✓ Plants and patio clean, tidy and trimmed as needed.



- ✗ Low image quality with partial view of property, no sky in view to provide background and low brightness to picture.
- ✗ Angle leaves the focal property ambiguous.
- ✗ Weeds, bikes and bins on view obscuring the front façade.

## Interior layout

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Laying out the interior of your property varies considerably depending on the circumstances. If the property is vacant it may be unfurnished or furnished and there are ways to show your property at its best in either of these scenarios. If it is lived in, either by you or a tenant, there are different ways to navigate setting it out to show it in its best light.

### Vacant unfurnished

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If your property is empty and unfurnished, you have the positive of being able to show the space that the property has on offer and present it so that it looks as light and clean as possible. As the property is unoccupied, you can make sure to pick the best time of day, preferably with some sunshine to give the property a spacious feel for when to bring people to the property, although this may not always be possible. One handy tip is to make sure the lights are on before people enter.



### Vacant furnished

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If your property is furnished but no-one is living there, you have the most flexibility to set the property out in a way that encourages viewers to imagine themselves living there. Make sure that beds are made, and furniture is in a logical position. Where possible, make sure that furniture is in good condition and conveys a clean image. Worn furniture can make a property look much worse. Other options, such as dressing the dining table, can be a nice touch but often are more hassle than they are worth.



## Owner occupied

Setting out your own house for sale or rental requires organisation and it is important to ensure that the property is kept tidy while being shown to prospective buyers or tenants. As an owner occupier, you control the level at which you are content to keep your property. If you have storage available in the house, it is best to declutter surfaces as much as possible, tidy away kitchen items, toys and other items aiming to achieve a look close to what an empty house may look like. This is most important for the initial photos and video tours as they give the first impression to the viewer. Following that, everyday life can take over and people will understand the property is lived in. It is best to keep it as tidy as you can, but a little bit of use is to be expected.

## Tenant occupied

Tenant occupied properties can be the most complicated to get ready for advertisement as you have the least control over the environment. In an ideal world, your property will already have photos and a video tour in place so you will not need to worry about doing these again while the tenant is there. If this

is the case, you want the tenant to maintain a good level of tidiness for any viewings that are to take place. Having a good working relationship with your tenant is key here. If they are happy with their tenancy and how the property has been managed during their stay, they are much more likely to go the extra mile to make it look good for any visitors.



If photos and a video tour are needed, you should discuss with the tenants that it should be made as tidy as possible for a one off visit and to take down any personal items or pictures that they do not want to appear in the marketing materials.

As you can see from these images, with the right planning, tenanted properties can be made presentable to get a good, if not perfect, quality of photo.

Following these photos, it would always be worth updating with new photos once the tenants have left so that, in the future, you will be able to advertise with the best possible photos of your property.





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*This guide is intended to be informative. Any advice taken from this document should be followed up with a consultation with a relevant property*

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