



# LA RÉSIDENCE

THE FRENCH PROPERTY PEOPLE



**Vendor Guide.**



**There's much more to marketing a property than taking a few snaps and getting the tape measure out. Yes, the fundamentals of the property itself are of course important but when people are buying homes abroad then they are buying a lifestyle, not just a property.**

Climate, food, scenery and community are probably more important to a potential buyer than the nuts and bolts of the house itself.

The marketing team here at La Résidence will work with you closely to make sure that your property is presented in the best possible fashion and then given maximum exposure.

In this digital age virtually all property searches are done online. Getting the all-important advert looking as good as possible and making your property stand out from the crowd are key.

We've put together a list of pointers that will ensure that, as an agency, we have everything we need to effectively market your property.



## Step 1 - Make sure the house is looking its best

**The first impressions test** - it's tricky to look at your house objectively so it's sometimes easier to ask someone else's opinion. Often there will be some very simple 'easy wins' that can immediately lift people's first impressions of a house (painting the front door or shutters, making sure the grass is cut, mending the fence etc).

Research shows that people decide within the first **15 seconds** of visiting a property whether they like it or not.

**DIY & Repairs** - In a consumer survey by GoCompare, they found that **71%** of prospective buyers were put off buying a property as a result of unfinished building work and repairs.

It is also a good idea to complete any upgrades (septic tank for example) that might be legally required by the new buyer as this is often viewed a major turn-off for prospective buyers and many won't even shortlist your property for viewing if the drainage does not conform to current standards.

## Step 2 - Photos

Photos are the single most important factor in the marketing of your property. The tips in Step 1 should ensure that the house is looking its best. Ideally when photographing your house this would be done on a digital camera. If this isn't possible then a smart phone or tablet is adequate. The most important photo is the exterior house shot. This should be taken on a sunny day and should show the house in its entirety. If the property has a pool then again ensure it's a sunny day and that the cover is off!

### Before you start snapping away here's a quick tick-list:

- Plump up cushions and ensure bed is made
- Re-pleat curtains
- De-clutter work surfaces
- Light fires where appropriate
- Open shutters & windows
- Hoover throughout
- Turn televisions off and lamps on
- Place vases of flowers & bowls of fruit
- Put fluffy towels on towel rails

### A few photography tips:

- Landscape format is preferable to portrait
- Make sure the photos are in focus and are straight
- Don't directly shoot into the sun (you'll end up with a dark room)
- Be sure to capture the outlook from rooms as well as the rooms themselves
- Take some photos from the furthest point of the room (i.e better to take a photo of a room standing against the wall rather than from the middle of the room) as this will make it look bigger but also give a better perspective

As we've mentioned, a home abroad is as much about the lifestyle as the property itself so photos of the surrounding countryside, local markets, nearby villages and towns, beaches etc are all valuable.

Finally, we would encourage you to take more photos rather than less and we can then cherry-pick the most suitable.



## Step 3 - The property details

We will create a written description of your property in our 'house style' and we have a questionnaire you can follow so that we can capture the information we need. It's important to highlight all the positive selling points of the property and surrounding area, but, so as not to fall foul of the laws governing the Property Misdescriptions Act, it is your responsibility to inform us of anything that has or could potentially have a negative impact on the property or immediate surrounds.

Aside from the legal requirement to provide an honest account of a property, we find that highlighting any imperfections in advance of a visit results in a more positive viewing experience.

## Step 4 - Pricing

Yes, we know it's obvious but it's worth emphasising nevertheless. Pitching the property at the correct price is key. Potential buyers will be scrolling through 1000's of property adverts. Faced with so much choice potential buyers can afford to be ruthless when picking their shortlist of properties to view and if yours is on the heavy-side it may not even get a look in.

**La Résidence** will of course advise on pricing but it can often be a useful exercise to put yourself in a potential buyers shoes and do some research to see how property compares to what else is on the market.

On most property websites the first criteria that people select are the price brackets. Most people set these at 50 or 100 increments. In other words if your property is marketed at 205.000 Euros then everyone who has put their upper limit at 200.000 Euros will not see your property. For the sake of 5.000 Euros it would be worth getting it under that

## Step 5 - Viewings

Before each viewing, follow the tips in Steps 1 and 2 to ensure the house is looking its best, or if it's a second home and you're not there, consider paying someone local to prepare the house for viewings.

It's a well-worn phrase but people buy from people. Be friendly, personable and positive. Show the potential buyers the house but also let them wander round by themselves.

Often potential buyers will be nervous about buying in a foreign country so any assurances about security, language, local community etc will go a long way.

And remember they will be just as interested in what the neighbours are like and where the good local restaurants are as they will in the house itself.



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**France Home Finance**  
French mortgage expertise for international buyers

