

WRITTEN BY INDUSTRY EXPERTS COVERING ALL ASPECTS OF BUY-TO-LET

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**WHY COMMERCIAL-TO-RESIDENTIAL IS
NO WALK IN THE PARK**

- Caridon

**THE UPS AND DOWNS OF THE
LONDON MARKET**

- Kate Faulkner

**FIVE BUY-TO-LET HOT SPOTS
UNVEILED INSIDE**

A photograph of modern office buildings with many windows, serving as the background for the lower half of the cover.

IS COMMERCIAL THE NEW RESIDENTIAL?



INTERESTED IN MAKING SERIOUS CASH IN PROPERTY?

Susannah Cole
The Good Property Company

WITH HOUSE PRICES BOOMING HERE IN BRISTOL, AND A NUMBER OF BUY TO SELL PROJECTS AT ALL STAGES OF THE PROCESS - SOLD, UNDER OFFER, AND BEING RENOVATED, I WANT TO SHARE WITH YOU HOW WE ACHIEVE HIGH PRICES AND FAST SALES.

Simple - we are buying wholesale and selling retail. And to sell retail, you actually need to retail it - think Selfridge's shop windows - turn your own sale property into a beautiful piece of retailing.

So learn from the best home retailers - visit Ikea, the Conran Shop, John Lewis and others, online or in person, to see how they present homes to the general public. Then do the same yourself - buy their kit, and pose up your Buy to Sell property, with a professional photographer - the kit goes back into the box until the next property and the couple of hundred quid you spend should increase your sale price by thousands.

Retailing works: Sell the sizzle and dress the property beautifully.

We use one theme colour and a second base one, and look at how Habitat (R.I.P), Ikea and Living Etc style up rooms and essentially do it exactly as they do.

So, at the moment, purple is our theme colour and lime green or teal blue the second colour. Then everything else is beige (sorry, mocha!). Candles, pots (expensive, from habitat, which still have their labels on them), towels (strong aubergine colours), mugs (cream and aubergine), table settings, and then bedroom settings.

I THOUGHT I WAS SELLING 'COFFEE AND CROISSANTS IN BED', BUT MY ESTATE AGENT SAID 'SUSANNAH, YOU ARE SELLING SEX IN BED', AND HAVING RE-LOOKED AT HOW WE STYLE UP THE BEDROOMS, I THINK SHE WAS POSSIBLY RIGHT! WHAT DO YOU THINK?



Every time I sell a property I am asked if I can sell the furniture too (nope). That means I have sold the lifestyle well, and very likely gotten a much higher price and a faster sale.

Remember, that you actually have to sell your Buy to Sell Project twice – once to your chosen Estate Agent, and the second time to your eager and high paying buyer.

WHY SELL TO YOUR ESTATE AGENT, SURELY THIS IS THEIR JOB?

Well, yes, but you know yourself, if you are enthusiastic about something, it will be easier and more fun to sell. Estate Agents who survived the recession have property 'in their blood', so they will enjoy selling a beautifully presented property – it puts a shine on their day. It is fun for them. They will naturally have your property as 'front of mind' and be more enthused to call it out. That energy and enthusiasm will transmit to their prospective buyers.

So concentrate on describing the lifestyle through presentation to your two customers. Take a look at this kitchen photo – it says 'honey I'm home' with the table set, wine in the background, pots on the cooker all warm and welcoming...



And when you buy a house, you imagine yourself living in it. What could be nicer than a warm, welcoming feeling?

One test of whether you have dressed it well - If your buyer has not asked you to buy your furniture at each and every transaction, you need to improve your skills in presenting the property to the market.



WHY DO ALL MAJOR HOUSE BUILDERS HAVE A SHOW HOUSE? IT IS TO BUILD DREAMS OF WHAT THE LIFESTYLE COULD BE. DOING THIS WILL MAKE YOU THOUSANDS EXTRA.

Once you have renovated and 'posed' the property, don't forget your job is not yet over.

Engage a cleaning service to clean once a fortnight, as the 'dead fly on the window sill' look is not good for sales!

Pick up mail regularly, ensure lights and heating are on a timer in the darker months to keep the property feeling warm and welcoming (your equivalent of freshly brewed coffee and baked bread).

If you would like to make sure you know all you need to know in running a professional and highly profitable Buy to Sell Strategy, you might consider joining us on our One Day Workshop 'Make Serious Cash Flipping Property'. Set yourself up for a fantastic 2015, and book our one day workshop on 15th November event.

Call us on 0117 942 8914 or email Jess on: education@thegoodpropertycompany.co.uk 