

# lights, camera, action...

Setting the stage for potential buyers to view a property is a wise move, so put on your directors hat and produce a great result.



From one film to the next the same Hollywood studios produce everything from suspense thrillers to family comedy. They simply change the 'set'. They dress a space to create what they want their audience to see and perceive as the reality. They understand their audience and play to that audience.

Knowing your target market in selling a property is a major key to a successful sale, but only when that knowledge is applied practically. Whether you are targeting the family market, the young professionals or any other you will need to put into position those lifestyle room sets geared to that specific market. Builders via their Interior designers are dab hands at doing this. From experience they realize the importance of getting their showhouses designed and furnished to draw in and entice specific types of buyers. All the various markets from the young professionals to the family and retirement market are tuned in and turned on to different things. Equally they are tuned out and turned off of others. Whether it be a builder planning a Showhouse, or an individual selling their own property, a property properly dressed and planned will entice more potential buyers to view. From the all important sales schedule to the advertising campaign, beautiful photographs of prime rooms make a great impact. How true is the old saying 'a picture says a thousand words'. And when the viewers do arrive you are confident you have put your best foot forward in doing what you can to get a quicker and better sale.



*"A 'run' of art is an easy way to make a modern statement."*

Photographs of Earls Court show house, Lennoxton

## No furniture...No problem, simply hire!

**There is only one thing worse than an inappropriately furnished property for sale and that is an empty one!**

It is completely uninspiring and bland, to say the least, to see an advertisement showing photographs of an empty unfurnished property. No one but no one could be enthusiastic over an expanse of carpet or floor leading to a empty bay window, or a photograph of a soulless bedroom, no matter how nice the building is. A 'here is the floor, here is the window and here is the sink' type of advert is sad. A poor advertisement and a weak schedule does not do the sellers property any justice at all. It is likely to reduce interest which in turn reduces viewers, which in turn reduces the buoyancy of offers and sadly generates a poorer result compared to what should have been.

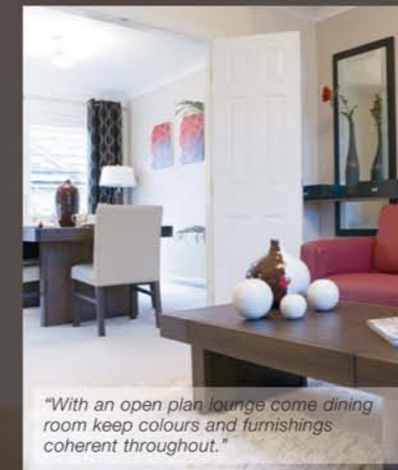
## It's a Space Issue

For many of us spatial conception is a real problem. Many home hunters are often unsure for example if a double bed will fit into a neat looking space in a bedroom, or if a lounge come dining area will actually accommodate a certain size of dining suite. In an unfurnished property, how can viewers be sure? It is important that a viewer be led to see and understand clearly the use of each room and its ability to accommodate furniture. In selling a house it is really imperative to create as many subliminal positives for the viewer as possible and if a viewer is unsure about space, you have created a subliminal negative in their mind - not a good start!

*"A dressed dining table, even with simple dressings, always looks better than an undressed one."*



*"Horizontal stripe feature wallpaper makes the room look wider and the warm colourways are enticing."*



*"With an open plan lounge come dining room keep colours and furnishings coherent throughout."*



*"If there are more than three bedrooms in a family home why not give an additional one a 'thematic' approach as shown here."*

## Style To Sell

**'A beautifully furnished and presented property will win hands down'** commented interior designer Loraine Chassels of XS Interiors, the company that provides furnishings for showhouses.

About ten years ago Loraine's company began to hire furniture for just this purpose. Last year alone XS Interiors helped to sell over 25 million pounds worth of property via their unique 'Style To Sell' furniture hire service. **'It's a fantastic service that builders and developers have enjoyed for years. It also makes great economical sense to hire furniture if the furnishings are required short term and there may be no need for them after the sale of a property,'** Loraine added. **'We plan the interior and supply all the furniture and accessories needed to give the property personality, set everything up and style it to virtual show house standard. Once the hire expires or the property is sold everything is uplifted and taken away.'**

Hiring furniture to style a property is a sure way to create the right impression and can be very cost-effective. Because XS Interiors and EX Showhouse Furniture have a vast collection of furniture immediately available, and in every conceivable style, they can design and plan most installations very quickly. This can be a huge benefit if you want to get your property on the market speedily. Even if you are just looking for the odd item to add to what you already have and prefer to buy, a visit to their much acclaimed treasure trove of a design studio in Bearsden is a must.

**For those sellers keen to make the most of their properties potential contact XS Interiors for a talk through on their 'Style To Sell' furniture hire service and expect a great result!**

XS Interiors and EX Showhouse Furniture: 0141 942 0519 Visit [www.xsinteriors.com](http://www.xsinteriors.com)