

Relaunching a property

There can be a number of reasons why a property hasn't sold or has been on the market for an extended period of time. Sometimes it can be as simple as the previous agent not following up with buyers or handling the enquires well enough. Sometimes it can just be a simple thing like the headline or the photography didn't attract the right buyer.

If you are going through a relaunch, the new agent will go back to square one, look at the common trends and put a fresh set of eyes on the property. Relaunching a property may mean changing the furniture, changing the photography or repainting a room with a feature wall. There are so many little things that you can do to get you a better result when relaunching your home back into the market place.



Understand the issue with a property and market it accordingly

If your home is on a slanted driveway for example, and everyone has complained about this, it is important that the slanted driveway is made clear in the marketing. You can't hide the truth because you'll only end up with disappointed buyers. The marketing of the property should be tailored towards people who like that aspect of the property. Slanted driveways typically appeal to younger people, or to someone who wants more privacy away from their neighbours. There are buyers out there – marketing is supposed to attract the right ones.

Be honest about what you are selling

Buyers will be put off if they have expectations about a property that aren't met when they arrive for inspection. For example, a three-bedroom home with a small room could be marketed as a fourth bedroom or a study. If it is marketed as a four bedroom home, buyers who are looking for a four bedroom home will arrive at the property



and immediately feel disappointed because it's not a true fourth bedroom and their feelings about the property will be negative. If you market it as having three bedrooms, you will attract buyers who are satisfied with three bedrooms. The bonus fourth room, which could be a study or an extra leisure room, will actually surprise and be a bonus for the buyer. This will generate positive feelings about the property and buyers will actually see the value in it.

Get people who have looked through the property to go through again

Once you have made your changes ensure that your agent invites previous buyers along again. The second inspection can provide a new perspective on your home. Sometimes buyers need to have seen other properties to realise that their first choice was good value. The first time they saw it, they may not have been ready to buy but having looked around at a lot of other properties, they may now realise that it is good value. Now they may be in a position and a mindset where they are ready to accept this property as their own.