

Thinkproperty Urge Home Sellers to Clean House or Lose Out



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Press Release Author: [Thinkproperty](#)

Industry: [Real Estate](#)

Press Release Summary: As the credit crunch hits the UK housing market, thinkproperty reveals bad first impressions mean home owners are losing out on all important property sales

Press Release Body: **thinkproperty**, consumer property portal, has announced that as the credit crunch hits the housing market, thousands of homeowners are turning potential buyers off their property, resulting in a failure to sell.

According to the latest evidence from [thinkproperty](#), home owners are losing out on quicker, easier property sales due to basic mistakes resulting in bad first impressions and a failure to sell at the required asking price.

Mark Goddard, MD of thinkproperty.com, commented: "*Most [house buyers](#) reach a conclusion about a property within the first 10 minutes after arriving at a viewing, so first impressions truly can affect whether a home sells or not. It is surprising that so many sellers make silly mistakes when trying to sell a property. The smallest flaws and imperfections can lead to an assumption by the buyer, that bigger, more important things have also been neglected, making it so much harder for the home owner to receive an offer.*"

The top 10 most common mistakes that home owners make when trying to sell their property are:

- 1 - Hiding potential
- 2 - Not making an effort
- 3 - Not defining spaces.
- 4 - Out-dated décor
- 5 - Showing a dirty space
- 6 - Forgetting the first impression is outside

- 7 - Making viewings difficult
- 8 - Being sentimental
- 9 - Allowing smells to linger
- 10 - Unfinished DIY

He continued, *"We are working towards reminding home sellers that a small amount of time and effort really can make the world of difference. Selling a property by behaving less like an owner and more like a professional property marketer can improve your chances and affect the asking price."*

- Ends -

Notes to Editors

thinkproperty.com holds over 600,000 properties from the UK and overseas, including 40,000 [rental properties](#), and is currently working with over 6,000 agents who are uploading their stock to the site and benefit from an increasing number of leads originating from the property portal.

thinkproperty.com places Web 2.0 methodology at the heart of its functionality, with market-leading functionality including Google mapping; property ranking; RSS; [sold house prices](#); and Video Tours being core features.

thinkproperty.com is wholly owned by **GMG Property Services**, a division within Guardian Media Group.

GMG Property Services Group also owns Vebra, the UK's leading provider of software to independent estate agents, Core, CFP, The Media Design House and thinkproperty.com, the consumer-facing portal.

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