

M/YY

Sellers Enhancement Guidance Report

Sellers Name

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This report is a tool for you to use to help position your home for potential buyers. It is about offering someone else a house they can imagine being their home, that they fall in love with. It is not about the property being *your* home.

Getting into the mindset of selling your home can be the hardest element of the process. Failing to do this fully can result in you positioning your property incorrectly and missing out on the offers that will **enable you to move forward** into your next chapter,

If you purchased your home several years ago and have enjoyed building your life there, your buyers are likely the people you were back then - not as you are now. Understanding your buyers persona will help you view your property through their eyes.

This report aims to help you take the buyers perspective. You will find your target buyer persona and **practical recommendations** /suggestions to **make changes**, with the aim of **positioning** your property **in the best way to achieve an offer**.

These suggested changes may not be to your taste - **it is not about what you like** - or be the look and styling you would select. Some suggestions may be small, some may be larger, most may have an investment, whether that is time or financial. How much you decide to undertake is up to you and you should assess that investment against the time and financial impacts of time on the market or price positioning of your home.

NB: Buyers can't always imagine how a space 'could be' and can over inflate the cost of work in their minds when viewing a property.

I cannot guarantee a sale for you, but I can help you create something that is targeted specifically to the type of people who are in the market to buy a property like yours.

Your estate agent has advised that the type of buyer interested in properties like yours are:

Growing Families



A growing family is a household in transition, moving from couple to parents, or expanding with additional children, **where space, flexibility** and future-proofing suddenly matter far more.

They are often **balancing busy careers** with young children, and their priorities shift from style alone to practical, liveable design. Storage, layout, safety, and adaptability become key drivers - think space for toys that doesn't overwhelm the home, rooms that can evolve (nursery to bedroom, playroom to study), and layouts that support both **family time** and moments of calm.

Emotionally, they're motivated by creating a secure, nurturing environment, a home that feels **settled, organised** and ready for the next stage of life. They're also **time-poor**, so they value solutions that are efficient, **low-maintenance**, and **easy to manage**.



If your home does not clearly support this lifestyle, buyers will struggle to justify both the price and the perceived effort required.

- Open-plan living with good sight-lines
- Ready to move into spaces
- Great storage or space to add furniture

Your buyers are looking for aesthetic appeal, low maintenance and enhanced safety



The entrance to your property is incredibly important and creates an impression of the entire property. You offer the benefit of beautiful mature planting - which can be scary to time-poor buyers, so it is important to demonstrate ways that reduces the need for maintenance.



Suggestion 1

The current front door dates the property a little and weakens first impressions. For your buyer, this can signal further hidden updates. Replacing with a contemporary composite door would immediately modernise the entrance and reduce perceived future work.



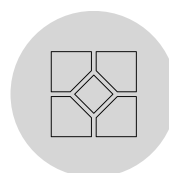
Suggestion 2

Adding shrubbery offers lower maintenance cover. Combining it with a layer of bark chipping keeps weeding to a minimum and is a cost effective way of making your garden look neat and tidy.



Suggestion 3

Exterior power sockets are seen as a positive for your buyers. If possible install a set at the rear. This can be used for entertainment and device charging e.g. robot lawn mowers require power to charge.



Suggestion 4

Steps down to the patio are in need of repair. Consider making these safe by repairing the wooden edging and perhaps adding hand rails. Your buyers will be concerned about their young children using them.

Kitchens and Bathrooms Sell Houses.

Your buyers are looking for a light and bright family kitchen and they will feel your kitchen will need replacing. There are **high impact, relatively low cost** changes you can take to update this space:

- Removal of top pelmet will make it feel modern
- Adding in a simple wood detail to cover the pattern on the hood and open front doors - see image a. which is available at all DIY stores
- Adding a quartz overlay to worktops - see image b.
- Respraying of the cupboard doors to a pale green - see image c.
- Covering the floor with micro cement - suggest relentless sand dune image d.
- Replace light fitting to a task light that is more up-to-date - see image e.
- Paint backsplash tiles colour: porcelain - see image f.
- Add coloured grout to backsplash - see image g. back if leaving black appliances, light grey is replacing to silver
- Replace blind to modern opaque roller - see image h. or neutral roman
- Replace counter height light fittings to brushed chrome



High impact / higher investment:

- Remove corner unit and add a new peninsula - this can be a contrast colour cabinet to avoid texture matching issues
- Replace appliances for brushed chrome (if you do not do this add black tea caddy and utensils)
- Add a slimline wine fridge to new peninsula

Image a.



image b.

image c.

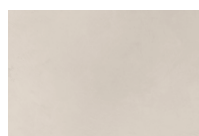


image d.



image e.



image f.



image g.

image h.



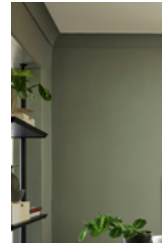
Kitchens and Bathrooms Sell Houses

You have the ingredients your buyers are looking for in terms of space, however, they are to your taste and not necessarily what buyers are looking for. A bathroom renovation can be circa £10,000 - a cost and disruption they will avoid. This is a key element to improve buyer desirability.

01

Downstairs Cloakroom

It is important that this room is updated. I suggest using micro cement to cover the tiles as per the kitchen - using the same colour/finish and painting the tiles, also following the kitchen colour scheme. In addition I suggest painting the wall Little Greene Windmill Lane



02

Boot Room / Utility

Apply the same finish as the kitchen and cloakroom to the utility. In addition, high impact and low cost additions would be 1. Wall-mounted hooks for outdoor coats 2. Ceiling mounted drying system 3. Dog basket

03

Main Bathroom

A **high-impact** update for this room is to replace the broken bath panel. Purchase a contrast panel as per the image, if you cannot source the exact product.

Replace towels for new fluffy, clean, plain towels when you have viewings.

High-impact, but higher investment is replacing the wall tiles. To reduce costs and make this easier, leave the tiles behind the shower and use painted tongue and groove panelling around the remainder of the walls.



04

Primary En-Suite

As this space looks fairly new, I would suggest only looking at styling in this area. Consider replacing mat with a modern wooden version, tidy clutter away and have towels as per main bathroom.



These areas need to work hard for growing families and it is vital that the flow and flexibility of these spaces comes through. This can be achieved in your home, but it does require some changes to be made.



Dining Area

High-impact, low cost:

- Remove doors to kitchen and paint frame to remove the dark wood allowing flow into the dining room
- Add in wooden ottoman for 'toy storage'
- Remove dark wood furniture - can be replaced with inexpensive console table, artwork over and table lamp

High-impact, higher investment:


- Add glass room divider between dining area and lounge.
- Replace terracotta carpet to mid-oak effect vinyl floor.

Lounge

As per the dining room, either add a large light coloured rug, or consider changing the floor. Also consider changing the door to coordinate with the black and glass room divider.

The aim of this space is to create a 'snug' feel, where the family watch TV together, Invest in throws, a pouffe and textured cushions





Hall / Entrance

Just like the front door, this is important for that first impression.

High-impact, low cost:

- Swapping dark wood furniture for lighter pieces and artwork
- Adding a light runner rug
- Painting stair balustrade white.

High-impact, high investment:

- Building a small study nook under the staircase making this a usable space for adults and teenage children

The focus in this space is to show clear, usable spaces, that have enough storage for the growing family.



Primary Bedroom

Whilst it is a plus that there is a large amount of storage in the primary bedroom, the cabinets are not up to the level a buyer would want. It is possible to order custom doors. I would advise you to do this in order to bring the room up-to-date. Here, and in all the bedrooms, I recommend you purchase new, neutral bedlinen with throw and cushions.

Optional addition:

Consider raising the curtain pole to the ceiling and replacing the curtains with full length ones.

Bedroom 2

Buyers do not want, and will be put off by the time and cost involved in removing the wallpaper and boarder. In addition to this work, the room needs the following:

- Replacement non-electric pendant
- New bed linen, throw and cushions
- New floor length curtains
- New rug
- Replacement lampshades for bedside lamps



Bedrooms 3 and 4

As per the previous rooms, I suggest minor changes in here - replacing the red throw and curtains with a softer colour for example.

Optional addition:

Consider changing the 4th bedroom to a home office.

Further Information

All products and finishes detailed are available from a current range of suppliers and retailers.

This report provides strategic guidance on presentation, layout, and buyer alignment. It does not include project management, procurement, or implementation unless separately agreed.

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Property sale outcomes are influenced by multiple factors including pricing, market conditions, location, and buyer demand. This report focuses on presentation and layout only.

Any recommendations involving structural or layout changes may be subject to planning permission or building regulations approval.

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