Publication: Ealing Gazette **Press Coverage**

Date: 10th July 2015

Ealing Property Lettings

Selling a lifestyle, not just a property

WHY is the presentation of a rental property different to that of one for sale? Whether you're selling or renting your property, presentation is the same, isn't it?

Well, no. When someone is viewing a property they plan to buy, they may be influenced by stylish furnishings which show it in its best light. But they'll also look a little deeper to assess the building itself – is it well maintained and is any refurbishment necessary?

They may prefer a particular type of architecture – many choose Ealing as it is known for its beautiful Edwardian and Victorian homes. Or they may prefer a brand new apartment.

Buying a home is a long-term decision and properties can be altered, a new kitchen or bathroom installed or walls knocked down to create an open plan space – buyers will allow for this and be prepared to change these if necessary.

Furnishings, while important in creating an image, are the icing on the cake and a canny buyer will recognise they are buying the bricks and mortar, not the furnishings.

A rental property is different. Presentation has an instant impact, influencing how quickly it lets, the rent it achieves and whether a tenant stays long term. It's part of the 'rental package' – the lifestyle, a ready made home they can move into and enjoy immediately.

Tenants tend to 'fall in love' with the aesthetics of a property. They won't look at ways they can improve it, they'll want it to be perfect straight away. Kerb appeal is important – a tenant might make up their mind in a few seconds, perhaps before setting foot inside, so a well-kept façade is vital.

A smart kitchen with modern appliances and a luxury bathroom can also swing the decision. And furnishings will be part of their home, so they have a huge impact. Well furnished properties let more quickly than unfurnished or poorly furnished ones.

There are two types of landlord. The professional landlord buys a property as an investment and understands that furnishings are part of this investment, so often uses a professional company to furnish the property.

The 'accidental' landlord on the other hand may only be renting their home temporarily as their circumstances may have changed in the short-term.

PRESENTATION IS KEY: Contemporary furnishings, as shown in this Skyline House apartment in Ealing, are now expected by tenants, according to Nick Hubbard, manager of Benham & Reeves Residential Lettings (below).

It is the 'accidental' landlord who may fall into the trap of thinking their own tired, mismatched furnishings will do – they won't!

The solution for both is to find attractive furnishings that show the property in its best light. Contemporary furnishings can look good in period properties but old-fashioned furnishings are a no-no in a new-build apartment.

You can't go wrong with contemporary design as most people expect this now, particularly professionals or corporates who tend to have higher budgets.

Due to new property developments arriving in Ealing and its environs, a lot of rental properties currently on our register are in new property schemes but there is also high demand for period properties too, particularly one and two bedroom conversions.

Unsurprisingly, those furnished in a contemporary style and refurbished if necessary (particularly new kitchens and bathrooms) let more quickly.

With demand so high, we do have shortages of period homes so are always looking for new instructions, particularly properties within 10 minutes of a tube station.

Parking and/or outside space is also a bonus particularly important for family size homes. If you own a rental property in Ealing and would like a free rental valuation or advice on furnishing or refurbishment for rental, please call our Ealing branch 020 8280 0140.

Nick Hubbard
Manager Benham and Reeves Residential Lettings
Ealing office 020 8280 0140
ealing@brlets.co.uk
www.brlets.co.uk