

# SELLING YOUR PERFECT HOUSE!

## Top Tips for a clean sale from Anthea Turner and 1001



Ask any estate agent and most will say Spring is the best time to sell your house. So, with the property market hotting up you need that all-important edge to stay ahead of the competition and a little elbow grease is all it takes. 'Perfect housewife' Anthea Turner has got together with carpet care experts 1001 to offer her top tips for a quick, clean sale.

Anthea is well known for keeping her home spick-and-span and regularly passes on her cleaning know-how on her TV show. Her mantra is 'you need to treat housework like a paid job and the same applies for moving houses'.

- **De-clutter** - Even big, airy rooms can look smaller if they are filled with loads of clutter, so get rid of piles of papers, dusty ornaments and any other mess which could clutter a room
- **Attack Stains** - Spring sunlight can show up stains and marks on carpets leaving potential buyers panicking about the cost of a whole new carpet. Banish stains with a good quality spot cleaner

like 1001 Trouble Shooter Ultra which eliminates even the toughest stains and odours like red wine and coffee.

- **Fresh Air** - Think about airing your house before a viewing as stale cooking, tobacco or bathrooms smells can leave people heading for the door. For a quick and convenient solution before house viewings, open windows and bring in fresh air, and then try a foam carpet freshener like 1001 No Vac that is safe to use on wool carpets and upholstery and dries in minutes to eliminate lived in smells like cooking and pets.
- **Quick Clean** - Cleaning carpets, upholstery and furnishing can also leave your house smelling fresh and clean and get rid of that lived in smell.
- **Swinging Sale** - A nice kitchen and bathroom can swing a sale – a sparkling clean bathroom will reassure buyers they won't have to shell out for a refit. Don't forget there are specialist grout and mildew cleaners to leave your tiles glowing and don't forget the scrub the toilet bowl
- **Fantastic Floors** - Don't forget about laminate or tiled flooring, you may think a quick sweep may get rid of offending dust, but sticky stains need a little more work. Try a multi purpose floor cleaner like 1001 Spruce n Clean designed to work on any flooring type including carpets.
- **Pet not Pest** - Pets can be a big put off for buyers – you may love them but others may find them smelly and dirty. Brush off offending pet hairs, tidy up or banish messy litter trays. If your puppy or kitten decides to mark the occasion of a house viewing with an unwanted stain on your carpet or sofa there are products especially designed to tackle pet stains –try 1001 Pet Stain Remover which is safe to use for quickly removing stains and germs from wool carpets and upholstery with it's unique anti-bacterial formula.

- **First Impressions** - Don't forget the outside of your house, this may be the first place your buyers sees. Weed flower beds, sweep door steps and clean your windows for a good first impression

According to estate agents Strutt & Parker<sup>1</sup> securing a sale is all about de-cluttering and cleaning; something that Anthea agrees with: 'It sounds obvious but buyers want to imagine themselves living in your house so dirty marks, smells and messy, cluttered rooms are a major turn off.'

For more information about the 1001 range please visit [www.1001carpetcare.co.uk](http://www.1001carpetcare.co.uk).

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Notes to Editors:

1 – see [www.struttandparker.co.uk](http://www.struttandparker.co.uk)