



Creating a great advert for your home

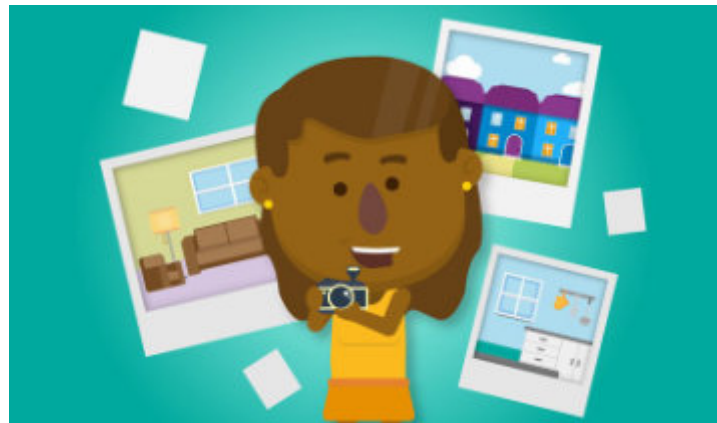
Your advert is the first impression a potential swapper will have of your home, so it is important to make it great!

Here's some tips to help:

Make sure you add photos

If you're serious about swapping, add a photo. It shows you're keen and it helps screen out people who won't be interested.

90% of successful swaps have at least one photo of the home!



Give your house a spring clean

A quick tidy up before those all-important photos are taken really does make a difference to how other swappers will see your home.

So, make your bed, tidy up the cushions on the sofa, take away any magazines etc. from surfaces, wash up the dishes and clear your work tops. These simple changes will breathe new life into your home!



Get the right angle

Hold the camera in the corner of the room, so that you're able to see as much of the room as possible and give other swappers a good idea of its size. Take a look around – what do you want to feature?

Take your photo from the corner that best shows this off. And don't forget to hold your camera still! You want a crystal-clear image of the room.

Talk about key features

Build a list of the most important things to know about your property in a bullet point format. **For example:**

1. What kind of property is it; mid-century flat, new build house, Victorian terrace?
2. How many bathrooms do you have? Are any of them en suite?
3. Do the bedrooms have built-in storage?
4. What is the parking situation; do you have an off-road space or do residents need a permit?
5. How many stairs does the property have? What floor is it on? Would it be suitable for a wheelchair user or a parent with a buggy?
6. Is your housing association pet-friendly?
7. What outside space do you have available; garden, balcony, shared garden or walkway?



Be personal

Now that you've got your list together, you can get writing. You should describe the things that you love about your home and what is attractive about your neighbourhood.

It is also important to be clear about what isn't perfect about your property. For example: 'the large windows let in a lot of natural light but it can be cold in the winter' or 'the neighbouring road has heavy traffic.' However, remember this, swappers: always start with the positive!

For example:

- The open plan living area means you can socialise when you're cooking.
- There is a power shower and large bath.
- Tiling in the entrance way and kitchen are easy to clean.
- There is a huge 24-hour supermarket 10 minutes bus ride away, there is also a local store selling essentials around the corner.