



Rebecca
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COLOUR AND DESIGN

Saleability Checklist

Is Your Property Ready to Command a Premium?

Before you hit the market, use this checklist to ensure your property transitions from a “house” to a “high-demand asset.” This list focuses on the psychology of the buyer and the architectural “wins” that drive value.

1. First Impressions (The “90-Second” Rule)

	The Entrance	Is the front door freshly painted in a welcoming, psychologically appealing colour?
	Clear Pathways	Are jet-washed paths and tidy greenery leading the eye to the front door?
	Threshold Appeal	Is the hallway clear of shoes, coats and clutter to create an immediate sense of space?

2. Space & Flow (The Architectural Feel)

	Defined Zones	Does every room have a clear, singular purpose? (e.g., Is the “junk room” now a clearly defined home office?)
	Sightlines	Can a buyer see through to the garden or the next room without being blocked by oversized furniture?
	Traffic Patterns	Is it easy to walk through the house, or are there “bottlenecks” that make the floorplan feel cramped?

3. The Psychology of Colour & Light

	Luminosity	Are all bulbs working and using a “warm white” (approx. 2700K) to create a cozy, high-end atmosphere?
	Neutralised Palettes	Have bold, highly personal DIY choices been replaced with sophisticated, cohesive tones that invite the buyer to project their own life onto the walls?
	Reflective Surfaces	Are mirrors strategically placed to bounce light into darker corners or narrow corridors?



4. Maintenance & “De-Risking”

The “Small Fix” Sweep	Are there dripping taps, cracked tiles, or peeling sealant? (Buyers see small repairs as a sign of larger, hidden neglect).
Odour Neutralisation	Has the “lived-in” scent (pets, cooking) been replaced with fresh air or subtle, natural scents?
Clutter Audit	Have surfaces been cleared by at least 30% to allow the architecture to speak for itself?

5. Maximising Value Potential

Highlighting “The Next”	If there is obvious room for an extension or loft conversion, do you have a Pre-Purchase Appraisal or sketches ready to show the buyer the future saleability?
The Garden Room	Is the outdoor space presented as an additional “room” for entertaining rather than just a plot of grass?

**Let’s discuss your project.
Contact Rebecca Randall today for
a no-obligation consultation.**



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