

Psychological Trend for Selling More Property ... Door Handles?

Submitted by: mkLINK Ltd

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First impressions really count when it comes to potential buyers or tenants arriving for a viewing at your property.

What's often overlooked by property owners and landlords is that the first close up view anybody has of your property is the front door – the first impression actually begins there.

There's no second chance for first impressions, so ensure all aspects of the first impression are catered for. Detail is paramount.

Huddersfield based door handle specialists simplydoorhandles.co.uk reveal an important and so often overlooked 'insider' way of helping to sell or rent a your house – change the door furniture!

Managing Director James Gumersell of has noticed a strong pattern among 'in the know' customers who are in the property market:

"In our experience it's the little things about homes that matter and they all seem to add up in the minds of potential buyers and tenants" says James. "Changing tired, weather beaten old front door knockers, numbers, and letter plates to shiny new versions is the starting point for getting the edge".

Psychological Warfare

"New kitchen cupboard doors with brand new handles are low cost way to make an old kitchen look like new" say James, "and replacing UPVC door handles with the latest versions is so much cheaper and easier than most people think".

In a guided tour of a property brand new handles on both external and internal doors too can keep up positive perceptions associated with attention to detail and a good standard of upkeep in properties.

Subtle influences can be very powerful he explains. "You've heard the adage about making a house smell homely by baking bread and that's an olfactory advantage. Quality door handles or locks are a tactile advantage and make a house feel secure and well built".

People not only look at door handles, they come into physical contact with them as well, an important psychological factor many people don't know about yet.

"Door furniture is a powerful quality symbol, make no mistake. Look at the gates, lettering and door handles of beautiful, high value properties and you'll see what I mean."

Both business people and consumers alike involved in selling and improving houses can gain a lot from investing a little time on simplydoorhandles.co.uk, which offers a huge array of choice and information from beautiful door handles to locking products for those with security in mind. Call 0845 094 6224 or

visit the Simply Door Handles (<http://www.simplydoorhandles.co.uk>) website for more information.