



Sell your Home Fast with Less Stress

We all know that when it comes to selling, presentation matters. After all, you only get one chance to make a great first impression. The numbers clearly show that properties that are well maintained and immaculately presented generate more interest and sell more quickly with better results.

There are numerous articles out there offering advice on how to present your home for sale. But not everyone has access to furniture homewares that create the WOW factor, and it's not always easy to maintain your home in showcase condition on a daily basis, especially when you work and have children.

Create Maximum Impact for a Better Outcome

Four good reasons to consider professional property styling:



Professional styling can make a dramatic difference (sometimes tens of thousands of dollars more) to the outcome of your sale.



Contrary to what many think, professional styling isn't reserved for the rich. If you were selling your car, you would likely have it detailed before putting it on market. Property styling is really no different.



The right styling theme (suited to your target market and your area) can make a dramatic difference to the perceived value of the property



The WOW factor generates positive emotion and emotion sells..... Remember buyers make the decision to buy when they can imagine themselves living in the home.

Property stylists deliver objectivity to the look and feel of your property. You might love your old lounge suite and treasured decorative pieces, but your prospective purchasers will not connect.

The right styling can increase the sense of space and light in your home and make the most of any views.



Continuing on from this introduction is our landmark document, **101 Tips to Sell your Home**, it makes for easy yet valuable reading that could add thousands to your final selling price, so grab a coffee and let's go!

9457 5733

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Experience really does count

For over 40 years our team has helped thousands of property owners achieve their selling goals.

We understand that selling your home is one of the biggest decisions you'll ever make. It can be an emotional time as you've likely shared some great times and celebrated a number of milestones where you are.

However, as you prepare to leave this part of your life, your decisions on how best to present your home, can motivate buyers and help you achieve a fantastic sales result.

Presenting your home to achieve a great sale result

Your goal is to make your home the most appealing on the market.

Before you list your property, it's a good idea to set out your objectives so you and your agent are very clear on your goals.

Whilst everyone's situation is different, here are the most common objectives:

- > To achieve the best possible price
- > To suit a timeframe
- > To make the process as stress free as possible

To help meet these goals and make the process more rewarding, we've put together a handy 101 Tips For Selling Your Home.







Be Prepared

You're not just selling a house, you're selling a lifestyle.

1. In a bid to highlight your property's best features, try to look at each room as objectively as possible. Perhaps even have an impartial person with you for an honest opinion.
2. Put yourself in the buyer's shoes. It's often the small details that sway a buyer one way or the other. Consider the strongest features of your home. If you notice anything that needs improvement or removal, you can be sure a potential buyer will too.



Repairs

As you go around the house, check to see what needs repairing.

3. Attend to small maintenance jobs you've been putting off for years. Don't de-value your home by leaving these things for the buyer.
4. You might be thinking, "These repairs are no big deal". However, you can guarantee a potential buyer is thinking, "If these problems haven't been addressed then what about the hidden issues, like plumbing, insulation and electrics?".
5. Check paint work and wallpaper for peeling and wear and tear.
6. Weigh up the cost of major works against the overall presentation of the property and what value they're likely to add. Should you decide not to proceed with the work required, then full disclosure is the way to go as any issues will show up during the inspection or building report.
7. Buyers want to see themselves living in the home, so neutral, subtle colour tones not only open up the property's space but allow buyers to bring their own furniture no matter what the style or colour.



Cleaning

When it comes to cleaning, every area of your home must shine!

8. Each hour you spend cleaning your home will be well worth it to potential buyers.
9. Cleaning your windows inside and out allows you to show off natural light and the flow between the indoors and outdoors.
10. Polish the floors and have carpet and mats professionally cleaned. Not only will this help your home shine but it'll provide a clean, crisp smell.
11. Clean and polish all woodwork, in particular any kitchen or bathroom cabinets.
12. Light fittings should sparkle, and don't forget to replace any blown bulbs.





Maximising Space

Be creative when it comes to enhancing your home's dimensions as buyers love the feeling of extra space.

13. Creating the illusion of more space is the most cost effective way of improving your home's attractiveness.
14. Consider each room's furnishings as you go and store any items which impose on space. Ask yourself is everything presented to accentuate its functionality?
15. Leave just enough collectables to give the property a homely touch. Dispose of unwanted items (this will help lessen the work when you need to move).
16. Take down posters, remove excess knick-knacks and keep items on your shelves neat and tidy.
17. Organise your wardrobes and cupboards to highlight the storage space.
18. Lighting also creates a sense of space. Open all curtains, turn on lamps, even clean your skylight before any inspections.



Setting The Mood

A fresh smelling house will set the tone for your inspections.

19. Eliminate any cooking and pet odours that may have a negative impression on buyers.
20. You can use products like carpet deodorisers, air fresheners, but the best strategy is to remove the source rather than mask it.
21. If odours have permeated your home, consider having your carpets, furniture and curtains professionally cleaned.
22. Mildew smells are a big turn off, so keep your linen and towels fresh and well aired.
23. Fresh flowers, reed diffusers, cinnamon and scented oil burners are all great ways to enhance the atmosphere in your home.
24. If the weather is fine for an inspection, open doors and windows to let fresh air flow.



Staging The Home

Study home design magazines to find ideas that make rooms more appealing.

25. Keep your home at a comfortable temperature for inspections. Show off the heating or cooling features - these systems will impress buyers.
26. Retail specialists have shown that light classical music in the background makes buyers stay longer and spend more time and money. The same can be done when selling a home.
27. Try not to be present during inspections. Buyers will feel more comfortable and will concentrate more on the home if you're not there.
28. Remove pets from your property during inspections. Some buyers can be wary of animals or have allergies, and it may prevent them from having a closer look at your home.
29. Small touches like an open book on the coffee table, a bottle of wine and glasses on an outdoor setting or logs set to burn in a fireplace can really lift your home's appeal.
30. A sterile room can be dressed up with bright cushions, a vase of flowers or a throw rug - all of which can be taken with you to the next house so there's no need to skimp on the finish.
31. Outdoor spaces are very important to many buyers, so bring any garden or entertaining areas into full view.
32. Allow natural light to flow into the home by having curtains and blinds drawn open and windows sparkling.
33. Any unpleasant views should be hidden but always allow light into your rooms. Sheer curtains are great for achieving both goals.



The Exterior

Your home's street appeal will gain the attention of buyers and attract more people to inspections.

34. Street appeal is what initially gains the attention of the buyer. If it looks good from the outside the expectation is it will be just as good on the inside.
35. Your driveway is one of the first things to make an impression, so ensure it's free of weeds and oil stains. Also keep the area free of kids' toys, gardening equipment and bins.
36. Paved or stone driveways could really benefit from a pressure clean and re-seal to lift their presentation.
37. Your letterbox should be clearly numbered and kept free of any junk mail.
38. Front gates should be secure, well oiled and easily latched. Where possible a fresh coat of paint sets a nice early impression.
39. A neatly mowed, raked and edged front and backyard is an absolute must.
40. Prune and shape shrubs to complement your home and open up any potential views.
41. Keep gardens and hedges manicured, and if there is time, reseed pots and garden beds with annual colourful flowers.
42. Clear gutters and repair any roof tiles or pointing that needs attention. Also ensure that your downpipes lead into the stormwater in accordance with council policy.
43. Invest in a new front doormat that says 'WELCOME'.
44. A freshly painted front door with polished fittings is a pleasing welcome to your home. Check the doorbell works and all cobwebs have been cleared around the entry and facade.
45. Make sure all locks work and doors and windows open freely. Have a spare set of keys cut for the agent and double check they work.
46. Check all fly screens are intact and replace any with holes or tears.
47. The outdoors can add significant value to your property, so make the most of your garden, deck or verandah. Arrange appealing outdoor furniture, clean the BBQ and consider adding two large pots brimming with healthy plants. Make sure any outdoor tables are immaculate.



Entry

48. Any timber decking, railings or pergolas will benefit from a light sand and oil.
49. If you have a pool, present it in pristine condition. To buyers a pool represents a lifestyle, so sell the dream not the upkeep.
50. Also ensure the pool meets the local council safety regulations. If a pool doesn't meet these requirements it may affect your sales result.
51. Study your entrance and ask yourself what kind of impression it makes. Most can benefit from a well-placed plant or mirror to enlarge the area.
52. Feng Shui suggests you shouldn't be able to see the back door from the front door. A freestanding screen can be a great cost effective solution to this problem.
53. Your entry hall's flooring will be closely observed by buyers, so make sure the surface is spotless.
54. The coat closet is typically the first cupboard inspected. Make it appear spacious by removing any bulky items.

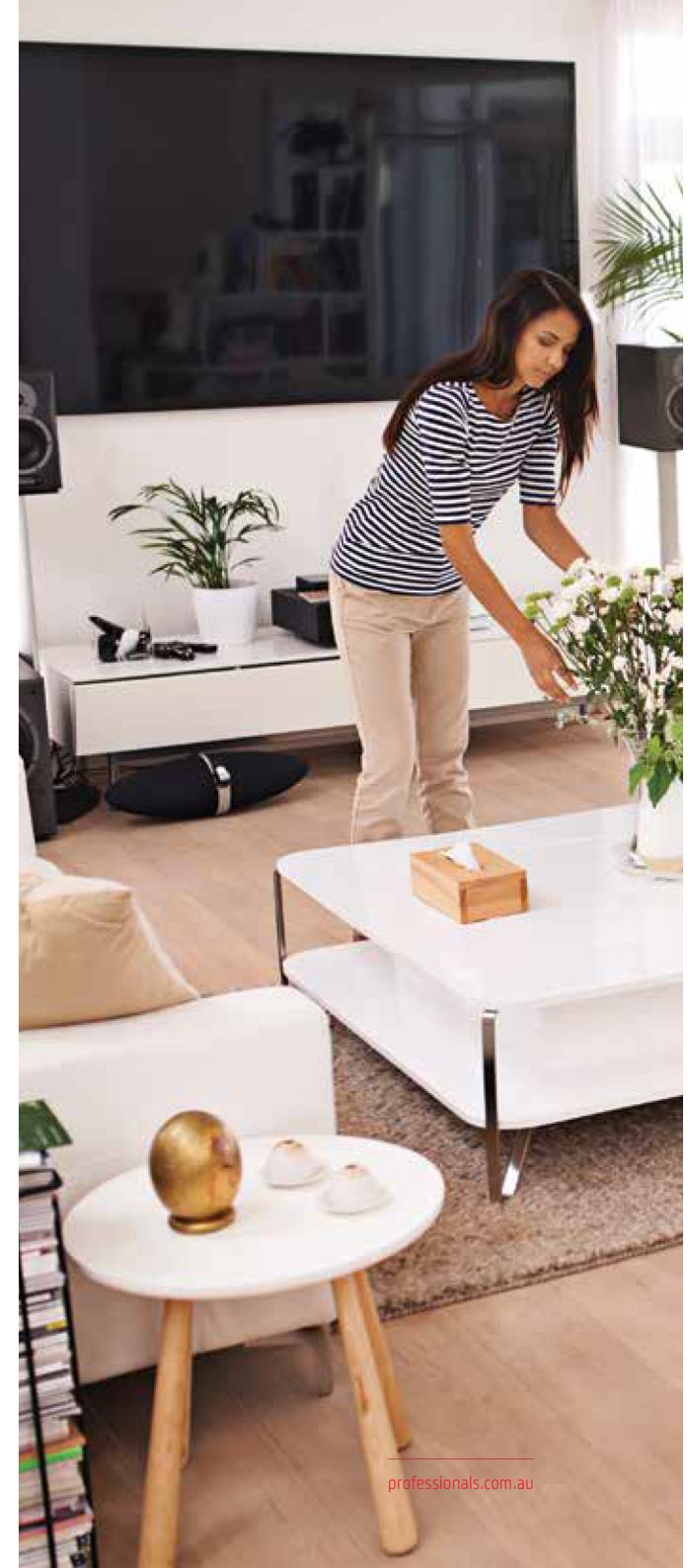




Living & Dining Areas

Your leisure and entertaining areas can really help buyers imagine themselves in your home.

- 55.** Sweep, clean and set your fireplace if you have one. Having a fire going during winter viewings can create a great atmosphere.
- 56.** Keep the mantelpiece uncluttered but perhaps add a single feature to lift the ambience.
- 57.** Have easy traffic flow throughout your living and dining areas by removing excess furniture and any obtrusive edges.
- 58.** Draw attention to any exposed beams or cathedral ceilings with special lighting, but make sure to remove any cobwebs and dust.
- 59.** Set the scene by arranging the dining table for a dinner party complete with a centrepiece of flowers or candelabra.
- 60.** Make sure your furniture suits the space. If your table is too large then remove any extensions or replace with a more appropriately sized setting.
- 61.** Where possible try to accentuate the interior's link to any outdoor entertaining areas. These spaces should effortlessly flow from inside your home.





Kitchen

No matter how big or small your kitchen is, there are plenty of touches to help bring it to life.

- 62.** Benches should be free of clutter and appliances as much as possible. The fridge should be free of magnets and personal notes or photos.
- 63.** Any appliances that remain on kitchen benches should be sparkling clean.
- 64.** Set the scene with an open cookbook or a colourful basket of fruit (fresh or ornamental).
- 65.** Create aromas that buyers associate with happy homes. Where possible bake some cookies or a loaf of bread.
- 66.** Clean, cull and organise your pantry and cabinets. Neat, organised shelves and drawers look much bigger and more adequate for “buyers” needs.
- 67.** Large cheerful kitchen windows are an important feature and need to be highlighted. Review the window furnishings – are they clean, sharp and up to date?



Laundry area

Don't overlook the laundry, even if you don't like spending time there!

- 68. In a small area like a laundry, a fresh coat of paint is an inexpensive way to portray a bright, clean room.
- 69. Organise your storage cupboards and keep the workspace clear.
- 70. Remove all dirty laundry or keep it in a laundry basket with a lid. Make sure there are no odours permeating from anywhere.
- 71. Don't forget to clean the washer and dryer!



Bedrooms

A spacious main bedroom will be appealing to every homebuyer.

- 72. Make your bedroom appear larger by painting it a light colour and minimise wall hangings and clutter.
- 73. Decorate the bed with large, colourful cushions and a fresh, neat bedspread. Nicely designed bedside tables can really bring your bedrooms to life.
- 74. An ensuite is also a real bonus. Try to connect it with the master bedroom by using the same colour scheme.
- 75. Buyers are motivated by storage in bedrooms. If you have built in robes try to remove anything you don't need such as out of season clothing or old shoes.
- 76. Include your children in preparing their bedroom for the selling process. Promise a special reward if they're willing to participate in cleaning and tidying up.
- 77. Also have them pack any items they're not currently using and dispose of unwanted items. This will eventually make the move much smoother as well.
- 78. Remove any personal wall hangings such as framed photos or posters and store them until your home is sold.
- 79. If you have stairs anywhere in your home, make sure they're clean, well lit and safe.
- 80. Where stairs are a focal point from an entry or living area, a nice feature light can improve visual appeal.



Bathrooms

Style your bathroom to appeal to the widest variety of buyers.

81. Replace any dirty or worn shower curtains and clean glass shower screens. Consider replacing tinted glass with clear to make the room seem larger.
82. Clear the vanity and ledges and neatly store all personal items.
83. Make sure there are no leaky or rusty fittings. Shiny tapware can lift the appearance of the room.
84. Clean any mineral deposits around taps and handles with vinegar or commercial cleaning products.
85. Arrange your cabinets and drawers with a clean and minimalistic goal in mind. Dispose of old items and clean the shelves.
86. To soften any dominant colours use neutral towels or if your bathroom is a neutral colour then use bright towels.
87. A fresh coat of paint can be an affordable way of neutralising or modernising a bathroom.





Garage & Garden Shed

Make your utility spaces stand out from other homes on the market.

88. Spray with an odourising room spray to remove odours.
89. Sweep, wash and if necessary de-grease your garage floor.
90. Neatly arrange all your tools, garden equipment and boxes.
91. Lighting is every bit as important in the garage as it is inside your home. Make sure windows sparkle and allow natural light in.
92. Get rid of anything you don't intend taking with you when you leave.
93. Clear away any cobwebs.
94. Check there are no sharp edges or leaking chemicals.
95. Repair or repaint any damage to your garden shed.
96. Make sure hoses are rolled up and garden tools are put away.

You're nearly there!
Here are a few final
tips to consider when
selling your home.

- 97.** Organise your shed so that it looks uncluttered.
- 98.** To help your agent present your home, think of 10 things you loved about living here and what your local community offers.
- 99.** List your home with an eye-catching sign board, complete with high-quality photography and snappy descriptions. Many potential buyers still prefer seeing the front of your home before an inspection, so a great sign board can dramatically lift its appeal.
- 100.** For online campaigns, consider investing in professional photography, virtual tours, video production and Facebook posts. This can really boost 'property views' during the all-important first 4 weeks of listing.
- 101.** Finally, don't be afraid to ask any potential agents about their current listings in your local area, previous successful sales results, client testimonials and the process for marketing and selling your property.



The time has come. Are you ready?

All your efforts to date have helped create a positive impression with potential buyers.

At this stage, most buyers will prefer asking your agent questions about your home. They'll know everything inside and out, and are experts at communicating the key selling points.

Remember, your agent is working for you.

They're experts at winning the hearts of buyers and will give you feedback every step of the way.

We hope these tips have helped on your selling journey. Good luck!

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Shane Kempton
CEO Professionals Real Estate





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