

STYLING YOUR HOME FOR SALE



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AN INVESTMENT THAT PAYS OFF

CREATE THE BEST FIRST IMPRESSION,
BECAUSE YOU WON'T GET A SECOND.

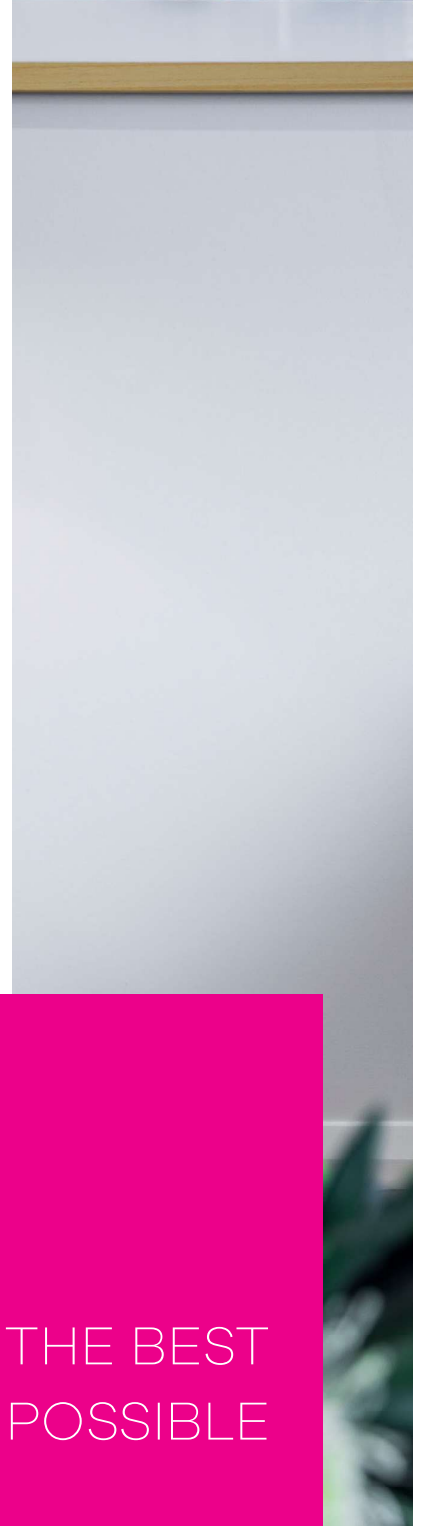
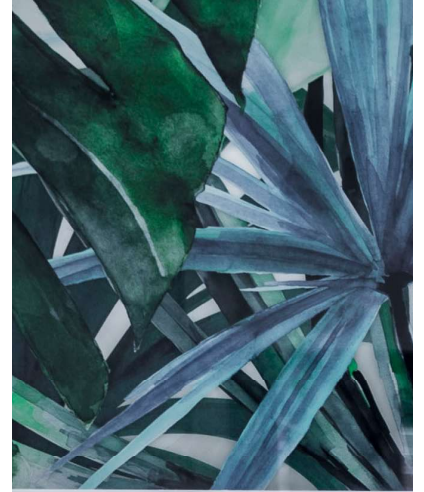
Property styling an investment that will maximise your sale price and sell your property faster. Properties that are styled for sale tend to appeal to a wider range of buyers. Styling is one of the key ingredients to ensure the best sale, and we understand that no two properties are alike!

Things to consider:

- Well-styled properties sell 30-50% faster than non-styled properties in a similar market.
- Well-styled properties can increase a sale price by 7-17% more than non-styled properties in a similar market.
- You have 30 seconds to engage a potential buyer-make it count!
- Minimise flaws and maximise your homes attributes.
- First inspections happen online.
- Buyers will have a greater understanding of space.
- Your home will stand out compared to the competition.
- Empty spaces don't sell homes.
- Buying is emotional – styling ensures the buyer makes an emotional connection with your home.
- Most buyers have difficulty visualising potential for themselves.

Top Tip

SHOW YOUR HOME IN THE BEST
LIGHT POSSIBLE





BEFORE & AFTER PROPERTY STYLING

BEFORE



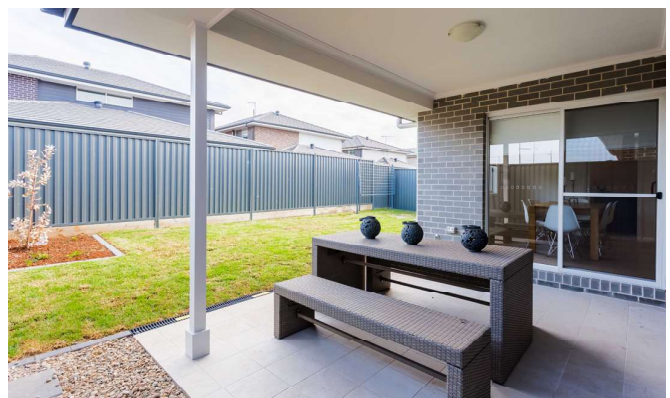
AFTER



BEFORE



AFTER



BEFORE



AFTER





THINKING ABOUT SELLING YOUR HOME? WALK THROUGH YOUR PROPERTY WITH FRESH EYES, IMAGINING YOU ARE A POTENTIAL BUYER - WHAT WOULD THEY EXPECT?

Key points about styling to sell:

- Spend a few hours on improving the front facade of your property. This can engage and excite buyers to take a closer look.
- The kitchen is the heart of the home, it needs to be tidy, decluttered and appealing to potential buyers. This doesn't necessarily mean a total upgrade.
- Buyers like large and open living areas, make sure to reduce any clutter and maximise space and natural lighting.
- Nothing puts buyers off like a dirty bathroom. Clean your tiles, grouting and make sure all glass/ mirrored surfaces are spotless and streak free.
- The outside matters just like the inside of your home, your garden should be clean and inviting for potential buyers.

Top Tip

STYLING HELPS
BUYERS IMAGINE THEMSELVES LIVING IN
THE HOME YOU ARE SELLING



SELLING CHECKLIST

ENTRANCE

- Add interest to your doorway with potted plants
- Spruce up your front door with a coat of paint
- If your hallway is narrow and dark, paint it a lighter colour
- Invest in a new front door mat

LIVING

- Use neutral colours in your living space
- Ensure carpets are cleaned, marked/damaged timber floors are re-sanded and polished

KITCHEN

- Lift old lino and replace with new lino, polish floorboards or tiles
- Replace benchtops with new laminate benchtops - it is not that expensive!
- New cupboard and drawer handles will breathe new life into an old kitchen

BATHROOM

- Your bathroom must be spotless and tiles clean
- Fix/replace cracked basins, toilets or tubs
- Air your bathroom before inspections.
- Add plump towels, handmade soaps, plant/flowers and boutique products

BEDROOMS

- Reduce furniture in small bedrooms to give the impression of space
- Use fresh linen, puffed pillows and extra cushions for a touch of luxury
- Light your space right, this creates the right atmosphere in a bedroom
- Depersonalise your bedroom but add little touches like candles and perfume bottles

BACKYARD

- Trim your lawns/hedges and weed your garden beds
- Use large pavers to give the illusion of space
- Define your garden bed borders

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