

SELL YOUR HOME FAST

A 30 DAY PLAN TO PREPARING
YOUR HOME TO SELL FAST



About Polleys Realty

Hey there, I'm Nicole Polley!

I am the principal and property manager at Polleys realty, a company I have put my all in too. I started the business because I was tired of seeing how things were done, clients and staff were mistreated and enough was enough.

I have the knowledge and passion to get the job done and bloody well too if I do say so myself. Luckily my clients think so too. I have years of experience and a drive to ensure investors properties are looked after to the highest of standards.

I achieve this by ensuring everyone feels valued and serviced as without investors I would not have my business and without tenants I would have vacant properties and would not have investors for long.

I was taught by an amazing woman who was also from a property management background principal so in my agency I carry out the skills she has taught me and the ones I have developed myself. I do not see property management as a side business or second to sales I see the both as equal.



NICOLE POLLEY



so it's time to sell

TAKE THE NEXT 30
DAYS TO PREPARE
YOUR HOME FOR THE
MARKET.

Don't just list it without any advance preparation. A few minor touch-ups can go a long way towards making a favorable impression on potential buyers — and ultimately making a deal.

Put your buyer's hat on and walk thru your home like it's the first time, make notes on what you, as a buyer, would notice and then repair or replace those items.

We have laid out a 30 day plan for you so you don't get overwhelmed and can take it one day at a time!

Please feel free to reach out with any questions. Remember we have the same goal in mind: to sell your home fast and at the best price.



NICOLE POLLEY





ready...set...GO...

day 1

Day 1: Change Light Bulbs and Update Light Fixtures

It's easy to forget about all the bulbs that have burned out over the years, but you want your home to be as bright as possible. Lighting makes an incredible difference in how a home looks to potential Buyers. If you have dated light fixtures (it's OK, a lot of us do), take a quick trip to IKEA or BUNNINGS and pick up some modern ones.

day 2

Day 2: Prepare the Paperwork

Buyers and agents are going to ask a lot of questions, so start digging out the paperwork now: utility bills, council rates, renovation details, warranties, mortgage details, survey and rental contracts.



day 3

DAY 3: MAKE AN EXTRA SET OF KEYS FOR PROSPECTIVE BUYERS AND THEIR AGENTS TO USE TO ACCESS YOUR HOME. IT'S WORTH THE SMALL INVESTMENT NOT TO HAVE TO GO BACK AND FORWARD TO THE HOUSE TO OPEN AND CLOSE ON DEMAND.

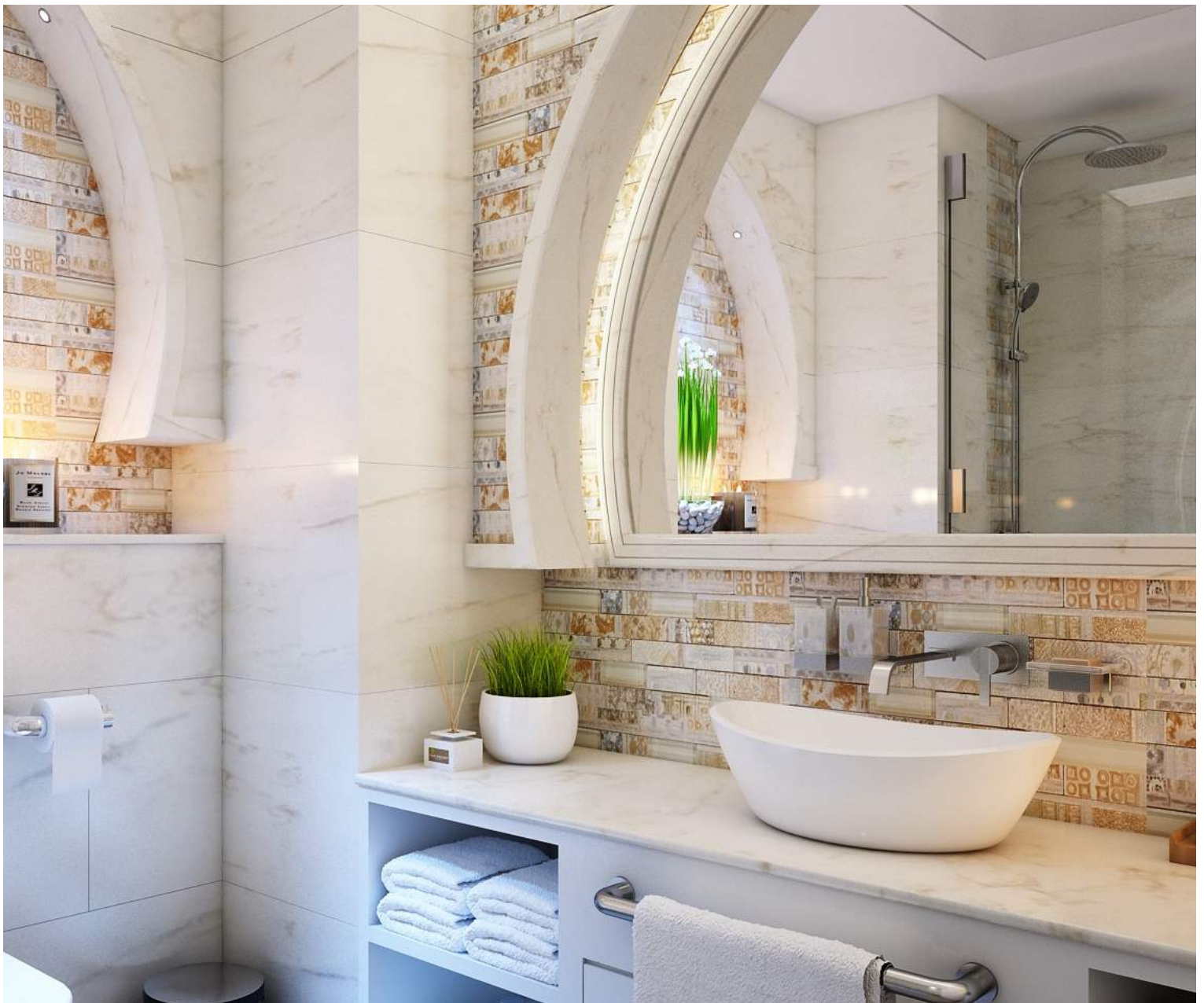
day 4

Day 4: Get Boxes and Packing Tape

A big part of the adventure you're about to embark on involves reducing clutter. An investment under \$100 will get you good quality packing supplies and reduce your stress.

If you're going to be moving a lot of stuff out of your house for the sale, consider renting a POD storage locker – you fill it up at your house, it gets carted away, stored and delivered to your new home when you move in! Easy peasy.





day 5

DAY 5: TACKLE THE BATHROOMS

REMOVE ALL THE TOILETRIES YOU HAVE ON DISPLAY (NOBODY WANTS TO KNOW YOU USE HEAD & SHOULDERS). INVEST IN SOME NEW WHITE TOWELS (AND NO, YOU DON'T GET TO USE THEM). VISIT PILLOW TALK OR BATH,BED & BEYOND FOR AFFORDABLE ACCESSORIES: SOAP DISH, TOOTHBRUSH HOLDER, ETC. IF YOUR TOILET SEAT, SHOWER CURTAIN OR BATH MATT ARE GROSS (BE HONEST WITH YOURSELF), REPLACE THEM. CONSIDER REPLACING THE TOILET PAPER HOLDER AND TOWEL RACK/HOOKS TOO.

day 6



Day 6: Declutter the Kitchen

The kitchen is one of the rooms Buyers are most attracted to so if you're looking to skip a room, this shouldn't be it. Remove your blender/George Foreman Grill/Kitchen Aid mixer/toaster/bread machine from the counters. You want the counters to be as clear as possible. Clean inside all the cupboards (and yes, I mean remove everything and wipe them out). Don't cram all your dishes and food back in again. You want to convey to Buyers that your kitchen has enough storage for the Buyer's stuff. Clean inside the fridge (and remove the magnets, photos and reminders). Clean the oven. Wipes the benches. Store your alcohol collection (and take out the empties). Consider investing in some fresh flowers and a beautiful bowl with some fresh fruit in it.

day 7



Day 7: Next up: The Bedrooms

The bedrooms should be inviting, and that means more cleaning and decluttering and investing in a few props. If you don't already have one, invest in a neutral-colored duvet cover and some new fancy pillows. Straighten the bookshelves. Remove personal photos, knick-knacks and personal grooming products. Clean out the wardrobes. If you've jammed in a dresser or desk that doesn't really fit into the space consider storing it offsite. You want to give the illusion of space.

day 8

Day 8: The Living Room

Clean the sofa and chairs and invest in some new throw pillows. Consider getting an area rug to bring the room together. Hide the magazine rack and all the clutter that has accumulated. Hide the wires from your TV/stereo/speakers.

day 9

Day 9: Make Your Dining Room Look Like inviting.

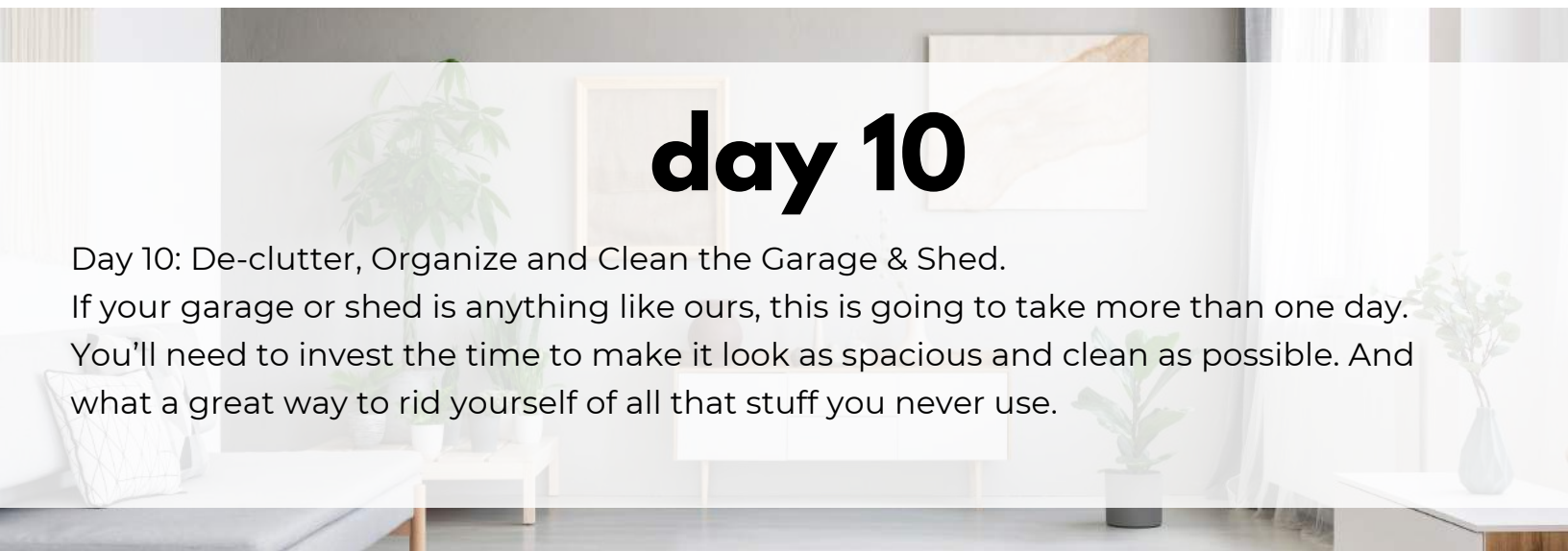
Remove the kids' homework and the piles of stuff that have accumulated on the dining room table. Clean up the hutch. If your dining chairs have seen better days, consider getting them reupholstered or add matching chair covers. Invest in a new tablecloth to hide an old table. Add some fresh flowers in a vase or candles on the table.



day 10

Day 10: De-clutter, Organize and Clean the Garage & Shed.

If your garage or shed is anything like ours, this is going to take more than one day. You'll need to invest the time to make it look as spacious and clean as possible. And what a great way to rid yourself of all that stuff you never use.



day 11

DAY 11: STORE VS. DONATE VS. THROW AWAY

IT'S A PAIN (AND EXPENSIVE) TO STORE ALL THE STUFF YOU DON'T REALLY NEED. BE RUTHLESS AND GET RID OF THE THE THINGS YOU DON'T USE ANYMORE.



day 12

Day 12: Closets and Storage Areas

As much as I'd love to say that you can cram all the stuff you don't want on display into your cupboards, Buyers will open your cupboards and take a peek. And yes - they'll judge you. The last thing you want is for Buyers to think there isn't enough storage in your home, so take the time to pack away what you don't need in the immediate future. Let them see they will have plenty of storage for their stuff when they become the new owner of your home.



day 13

Day 13: The Entrance

Remember that most Buyers will have an emotional reaction to your home within 15 seconds of entering it. So what they experience at the entrance is CRITICAL. You want your entrance to be clean, de-cluttered and inviting. And no, you won't really wear all your shoes and coats while your house is for sale, so be disciplined and store things away. If you don't have a hall closet, don't pile 15 coats on a coat rack – that's just drawing attention to clutter.

day 14

Day 14: Get Rid of All the Things That Make Your Home Yours

Ouch, I know it hurts to read that. You want your house to appeal to as many Buyers as possible, and that will only happen if they can picture their own stuff in your house. Get rid of all the family photos, the collections and the souvenirs from your trip to Asia. Walk through every room in your house and pretend you're a Buyer. If what you see helps people get to know you as you, remove it.



day 15

Take a day off!



day 16

Day 16: Paint Touch-ups and Re-painting

A fresh coat of paint is one of the cheapest ways to freshen up your home. Bold colors are bound to be a turn-off to some Buyers. So, to appeal to the most people possible take the time to re-paint that red bedroom and blue bathroom. (Tip: light colors will help small rooms look bigger). Don't forget about skirting boards and ceilings – they might need a fresh coat of paint too.



day 17

Day 17: Repair What You've Been Avoiding

We all have that list of never-ending repairs and fixes. Now's the time to get to it, including fixing the leaky taps, the picture holes in the wall, etc. Just get it done once and for all. If you aren't handy yourself, bring in a handyman to take care of it.

day 18

Day 18: Get the Windows Cleaned

I know, you probably don't even think about cleaning your windows, but rain, humidity, and construction can really make your windows dirty. This will add sparkle to your home and really give the Buyer a better experience of your home. All these little things add up.

day 19

Day 19: Focus on the Front Yard

Curb appeal matters and will significantly impact people's first impression of your house. Stand on your street and take in your front yard: what do you see? At a minimum, clean the scuff marks off the front door and touch-up the chipped paint or give it a fresh coat. And if your front door has seen better days, consider investing in a new one. Replace the letterbox if it's damaged. If you have a front porch, make it look inviting (and not just a receptacle for more of your stuff). Invest in some seasonal plants. Clean up the garden. A lot of Buyers will see your home at night, so make sure that your outdoor lighting is showing off your home.

day 20

Day 20: Pimp Your Backyard

What you can accomplish in the back yard will, of course, depend on what time of year you're selling. No matter if it's summer or winter clean up the gardens, trim the trees, cut the grass, stain the deck and clean the patio furniture and BBQ. Clean up after the dog! Do your best to make it look presentable.



day 21

DAY 21: GET THE CARPETS
CLEANED

UNLESS YOUR CARPETS ARE BRAND NEW, YOU'LL WANT TO HAVE THEM PROFESSIONALLY STEAM CLEANED (OR HIRE EQUIPMENT TO DO IT YOURSELF). YOU'LL BE AMAZED AT WHAT A DIFFERENCE IT MAKES.

day 22

DAY 22: DON'T FORGET ABOUT
THE FLOORS

IF YOUR FLOORS ARE SCRATCHED, THERE ARE SOME GREAT PRODUCTS OUT THERE TO MAKE THEM LOOK ALMOST-BRAND-NEW. MAKE SURE TO GET ALL THE DUSTS ALONG THE SKIRTING BOARDS TOO.





day 23

Day 23: The Walls and Doors

If your walls and doors are scuffed, buy some Magic Erasers and go to town. You'll wonder why you didn't do it sooner. If your art needs an update, now's the time to do it too or just take it down.

day 24

Day 24: The Final Clean

By now you're probably exhausted... sorry about that. While you can do this final step yourself, we always like to suggest to bring in professional cleaners who will make sure to clean all the spots you missed: the skirtingboards, inside the light fittings, window sills the fridge, etc.

day 25

Day 25: Make Plans for the Kids and Dog/Cat

No Buyer wants to look at all your kids' toys, finger painting works of art, or dirty nappies, so put it all away and make a plan to keep it concealed. I love my dogs too, but prospective Buyers won't appreciate the barking/jumping. Make a plan to get your pets out of the house: Doggie daycare? Grandma and Grandpa? Multiple walks.



day 26

Day 26: Staging Day!

If you're working with a professional Stager, this is usually the day they will come and stage the house. They'll move, re-arrange and add furniture and use accessories and color to make your home look it's best. Pro staging has been proven to help homes sell faster and sell for a higher price .

day 27

Day 27: Make Your Home Smell Good

If you're a dog owner, wash any couches, beds and surfaces where the dogs sleep. You may not smell him anymore, but Buyers will. Tuck the litter box away (and clean it twice a day while your home is on the market). Use Febreze on EVERYTHING. Consider lighting some candles (but avoid strong air fresheners). Or bake some muffins to give a homey feel and smell.



day 28

Day 28: Get a Pre-listing Home Inspection

It's not fun to find out what's wrong with your house at the negotiating table, so arm yourself with the information before you list your home. You can either fix the problems before you list your home, or factor it into your asking price and expectations.

DAY 29: PHOTOGRAPHY

WHEN YOUR HOUSE IS DE-CLUTTERED, CLEANED AND READY FOR PRIME TIME, IT'S TIME FOR OUR PHOTOGRAPHER TO WORK THEIR MAGIC. THIS WILL HAPPEN A FEW DAYS BEFORE YOU LIST YOUR HOME FOR SALE, AND MAY INCLUDE A VIRTUAL TOUR OR VIDEO.

day 29





Final day!

day 30

Day 30: The Final Once-Over

You've worked hard, and now it's time to step back and admire your work. How does it look? Do you see anything that might distract or turn off a Buyer? Take one final walk through of all the rooms and adjust as necessary, Now...Don't. Touch. Anything!

MEET OUR TEAM

FOUNDER



NICOLE POLLEY

AGENTS



TONY POLLEY



MEAGAN JONES



TONY COOK



EMMA RAMIREZ

ADMIN



LEE POLLEY

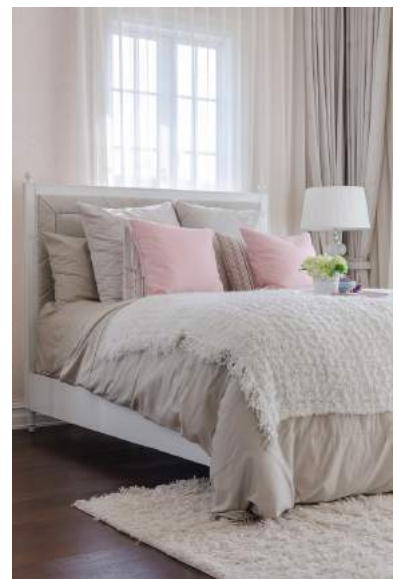


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PROPERTY MANAGER



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