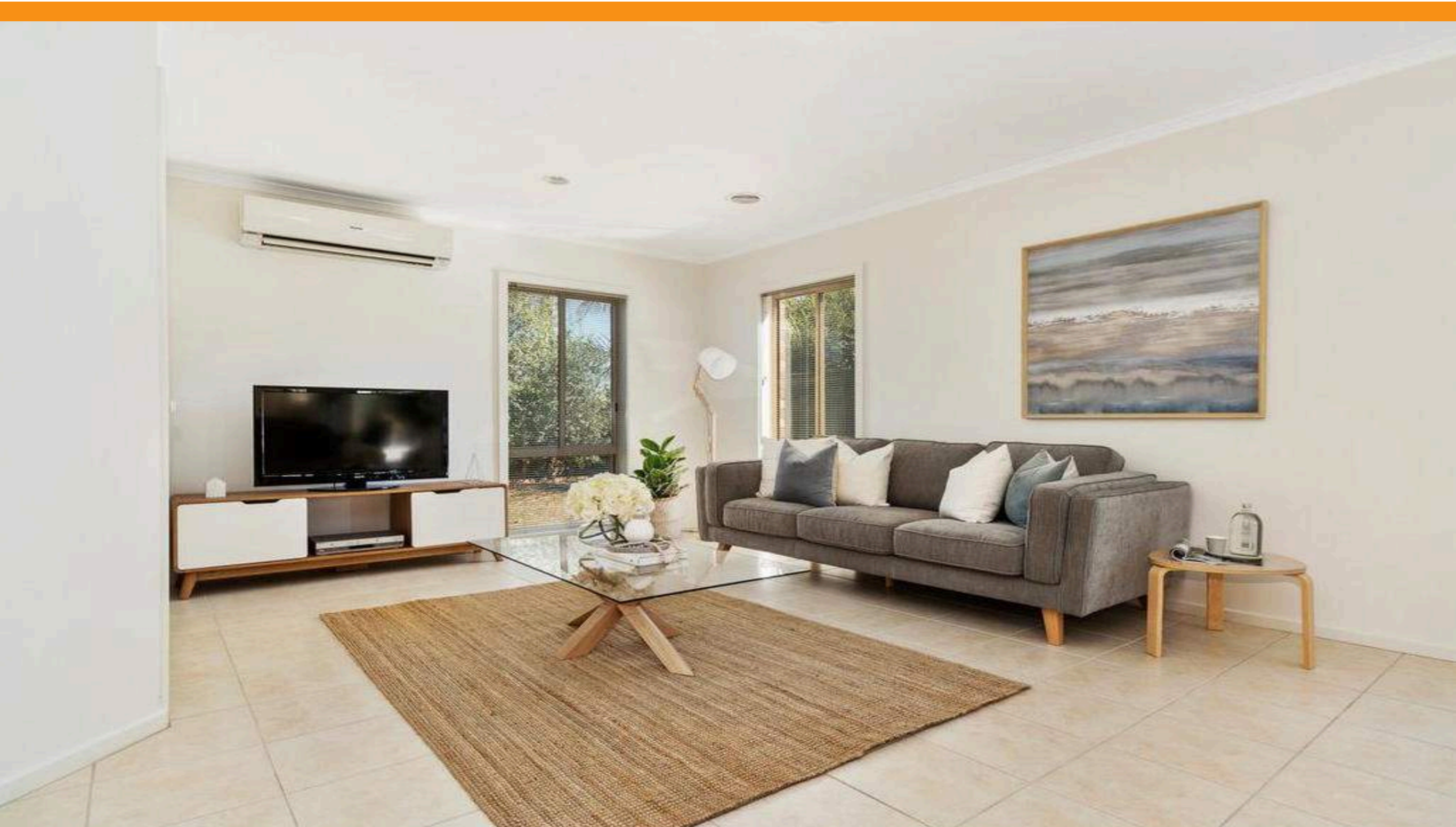


# 8-STEP COMPLETE GUIDE FOR **PREPARING YOUR HOUSE FOR SALE**



HOW TO PREPARE YOUR PROPERTY TO ATTRACT A BUYER

# SO YOU'RE INTERESTED IN SELLING?

First impressions count when you are selling, so it's important to invest a little bit of time and energy into ensuring your property is attractive as possible to potential buyers.

With a high amount of properties on the market, home buyers can afford to be picky. Your home could potentially fall through the cracks if it is not presented in its best light.

Taking the time to prepare your home for sale is a proven way to maximise your properties sale potential. Buyers are going to pay more for a property that looks neat, clean and cared for.





**SOLD**

## **GOLDEN RULE: THINK LIKE A BUYER.**

Selling your home is a major financial and emotional undertaking. We have put together below our simple 9-step complete guide to preparing your house for sale, to help maximise your properties sale potential.

# STEP 1.

---



## Street Appeal

First impressions are lasting impressions when it comes to selling your home. In order to get the best price possible, your home needs to look attractive and appealing to buyers from the street. “Street appeal” refers to everything potential buyers see as they drive up to your home. It includes your garden, exterior paintwork, windows, roofing, gutters, driveways and even your mailbox. Make sure that everything outside looks clean and well cared for.

Buyers will make a judgement on whether they would like to buy your property even before they set foot inside. If potential buyers don’t like what they see from the street as they pull up, they are likely to leave or be disinterested in the rest of the property. Studies have shown nine out of 10 Australians admit to offering below the property’s asking price, with vendors losing on average \$90,000 simply because the home lacks street appeal.

If the outside of your property is presented well, potential buyers will be excited about coming inside to take a closer look. It is important to create the right energy from the first moment buyers see your home.

.

# STEP 2.

---



## Basic Maintenance & Repair

Rule of thumb: if it looks like it needs repairing or repainting, fix it! There may be several things such as cracks, peeling paint or discolouration in walls that you have simply become accustomed to over time. Buyers will mentally add up their perceived costs of repairing all those minor flaws and end up with an amount that is generally much higher than the actual amount it will cost you to repair this for sale. Adding up these costs will therefore affect the amount the potential buyer is willing to pay for the property and they will want to pay you significantly less.

Whilst you may believe these repairs are small or insignificant, the buyers may also question the maintenance of the property as a whole, and if there are any serious structural issues with the property.

Neglecting to fix these issues can lower your selling price or lengthen the time to sell.

# STEP 3.



## Neutralise

When selling, the best advice is to keep things neutral.

We often arrange our homes to express ourselves – our travels, collections, families, favourite colours and unique personal tastes in decorating and furnishings. However, when selling a home the goal is the opposite – a clean, neutral, blank slate, that will appeal to a wider audience of potential buyers. It is best to use muted wall colours and unify the house with the same colour throughout. Accent and feature walls are dated and we strongly advise to paint over these in a unifying neutral colour. If buyers see pink and purple walls, they see work and money needed to change this come move in time. For carpets and tiles we suggested staying within the range of tans, beiges and cream colours.

The same rule of thumb applies to furniture. You do not want viewing of your house to become distracting. Your blue couches and bright floral 90's bed linen may work perfectly and comfortably for you, but it isn't allowing the potential buyer to see anything but your personality in the house. It is best to neutralise furniture and add 'moveable' pops of colour such as cushions, accessories and artwork. Buyers know that this colour won't be there when they move in, but it gives the house a warm and inviting feel.

# STEP 4.



## Depersonalise & Declutter

Your home almost needs to be become a blank slate, where all personal taste and “living clutter” will have to be put away. Potential buyers need to be able to visualize where they can put their own possessions and how they can make your home their own.

The average person will have difficulty looking beyond all of your possessions. If items are cluttering spaces buyers won't be able to see how they could live in the property or where they could put their own possessions.

All spaces must be clear, clean and tidy. If the property looks clutter free, prospective buyers will form a positive opinion of your home.

Excess items can't just be hidden in cupboards or closets, buyers need to be able to see the space available for storage in the house. Therefore all closets need to be completely cleared of items that you do not need, and presented neatly

Limit the amount of furniture pieces in each room to those that are necessary. Rooms cluttered with furniture will appear smaller than they are. Consider getting an external storage unit during the sale period for excess personal items and furniture that are taking up space in your home.



# 10-SIMPLE DECLUTTERING TIPS

1. Do not go out buy storage bins. These will not do you any good if you don't have anywhere to effectively store them. They will just add to your clutter.
2. Don't let perfection get in the way. Spend majority/all of your time getting rid of or donating things and then come back later to tidy/pretty things up.
3. Donate/dispose of unwanted items straight away. If you have things in your boot to take to charity or have a room/space piled with rubbish you are often tempted to go back through it and pull things back out.
4. Declutter the easy obvious things first. If you're struggling deciding on an item then leave it, just move to the items you know you definitely don't need/want anymore and focus on these first. Then tackle your storage areas next. So that way when you being sorting other rooms, you will have places to put these possessions that should have been in storage (but originally you didn't have room for)
5. Decide to remove things you are keeping out of guilt or obligation.
6. Do not be afraid to let go. The urge to hold onto items you think you might need later can next be removed by a simple process of being realistic about the use. Just because an item might be useful, that doesn't mean it is a necessary object to keep. Seek to understand the difference between usefulness and its actual functionality in the home
7. Don't get overwhelmed or panic! Take the task one step at a time and work room by room
8. Set up 4 designated work stations: one for rubbish, charity, things to keep/go to storage, and items to sell
9. Return things to their "home" once the item has been used. This will stop things being left all over the place, and keep things in an ordered and neat fashion
10. Don't leave clothes in your closet until they are out of date, they take up storage space that could be used for other things



# STEP 5.



## Cleaning

A “normal clean” when presenting your home for sale, will just not be enough unless you regularly do spring cleans of your property. Your home will need a thorough head to toe clean.

Focus on the rooms that potential buyers are most interested in, giving major attention to the kitchen and bathrooms. Try to look at each room as a potential buyer and see what catches your eye first. Make this the starting point for the cleaning process. Then, follow the top-to-bottom, left-to-right rule for cleaning each room. That way, no surface is overlooked.

Dust from the roof down to the skirting boards, then give the floors a vacuum (sometimes floors need to be vacuumed twice). Clean and polish lino, tile and wooden floors. Clean and polish all woodwork, particularly in the kitchen and bathroom. Cupboards should be wiped inside and out so that they sparkle. All skirting boards, door frames, doors, light switches and power points need to be cleaned. Similarly all light fixtures and ceiling fans need to be cleaned as these are often neglected in normal cleaning and these are dust magnets.

# STEP 6.



## Property Styling

Styling your home for sale is a proven way to help sell a property faster and for bigger returns. A well-presented house could potentially (and often does) achieve an extra 5-10% in sale price. Bare in mind that 5% on a \$500,000 home is a gain of \$25,000.

The key to property styling is creating a look that will easily enable potential buyers to see themselves living in your property and feeling as though the home is already theirs. It's smartest to modestly furnish and decorate your home as these feel homely and inviting. The buyer should get a sense of what each room could be used for and what size furniture could fit in the space. Buyers should be able to make comparison between their furnishing and yours to determine if the property will suit their lifestyle. It's important to make your house look tasteful, liveable, homely and attractive, whilst also maximizing each room's space and light. This can be achieved by small changes such as rearranging existing furniture to create better traffic flow and through the use of accessories.

Highlighting special features and focal points with artwork and accessories is paramount for tying together the styling look of the property. Accessories enhance the furniture and architecture of your property. Accessorising makes rooms more visually appealing and photograph better. It's the small details in accessories that is eye-catching to the potential buyer.

# STEP 7.



## Lighting

Do not to overlook the importance of lighting when selling your home. Lighting in the home needs to be carefully considered as it can significantly improve the look and feel to your home. A dimly lit home is a turn off to potential buyers, whereas you can very quickly improve the sale of your property by lightening up these spaces. A well-lit house is more attractive to potential buyers and appears more expensive, modern and stylish. This is because lighting makes rooms appear larger, airier and overall more desirable.

Natural light is always the best way to make your house more appealing. Open all curtains and blinds and where possible remove the lace/sheer curtains as these block out alot of natural light. Make sure all windows are cleaned and trim back any trees or bushes that are blocking light coming through windows.

To add extra light into your property use table and floor lamps to make rooms feel more homely and welcoming.

# STEP 8.



## Gardening

Don't let your garden sabotage the sale of your house. The first thing potential buyers see before they even set foot through your front door is your garden. Provided it's done correctly research shows that a well maintained and attractive garden will provide more 'bang for your buck' than almost any other home improvement.

Are there weeds everywhere that are hiding the plants and garden beds? Are trees overgrowing and hiding the space of the yard? Are hedges and bushes hiding windows, porches or balconies? Buyers look at these seemingly small issues dramatically, from the small 'where can the kids play in the backyard with the dog' to 'how much time, effort and money will this cost to fix? An overgrown and poorly maintained garden can kill the interest in a home almost as quickly as an out-dated kitchen or orange wallpaper.

Make sure:

- The garden looks easy to maintain and take care of.
- All trees and bushes are trimmed and shaped, and that all windows are not blocked
- All leaves are removed (buyers don't want to think that they will have to be outside every few days removing leaves, or worse clearing blocked gutters as this is dangerous and/or costly!)
- All weeds are removed
- Fresh, appropriate colour tanbark or mulch is laid on garden beds to make the garden "pop" with colour.
- Grass is mowed

# DO I REALLY NEED TO USE A **DECLUTTERING & STYLING EXPERT?**

---

Small changes make the world of difference, but it can take a fresh eye to notice what that is. Unfortunately anyone coming to see your home for the first time will likely spot it before you do, or perhaps they just won't see or understand the full potential of a room because of the way it has been set up.

*Home Moving Planners* know how to make the big changes along with the subtle ones to make your house look its best for sale. Does a study need to become an extra bedroom? Should the couch be facing a different direction? Is the artwork unappealing, dark and uninviting? Does the décor match the house or is it out-dated and mix-matched? Does the carpet need cleaning and the painting redone to freshen up a well lived in home?

You may believe that you are able to do this task alone (and some people can) however in our experience, people really struggle with managing all the tasks needed to prepare their home for sale. We live in a busy society and trying to find time or motivation can be overwhelming and its easy to neglect even the most obvious things necessary to present your property successfully for sale.

# WHY YOU SHOULD USE A **DECLUTTERING & STYLING EXPERT**



## 1. Strategies

The benefits of working with a decluttering and styling expert, is in their understanding of the real estate market and in their training to provide strategies to effectively and efficiently help prepare your home for sale. A decluttering and styling expert will help figure out the best placement of your household items to maximize aesthetic appeal and value of your home.



## 2. Time Effective

With the various stresses that come with preparing your home for sale many people really struggle to find the motivation and time to be able to manage all the tasks involved. Hiring a decluttering and styling expert helps remove the stress and emotional attachment to the process of preparing your home for sale. This emotional attachment to your property and belongings, may hinder your ability to make practical and efficient decisions in order to best present your home for sale. Hiring a professional will help reduce the amount of time and effort needed to have your property ready to be put onto the market.

# WHY YOU SHOULD USE A **DECLUTTERING & STYLING EXPERT?**



## **3. Cost Effective**

Decluttering and property styling is the more cost effective option to updating your home for sale. It is a misconception that these services are too expensive and only for luxury homes. Every home can benefit from small changes made by decluttering and styling experts. Homes professionally prepared for sale, on average sold 6.9% higher than those homes that were not. Professionally preparing your home for sale is also a proven way to help achieve an extra 5-10% on sale price and on average.

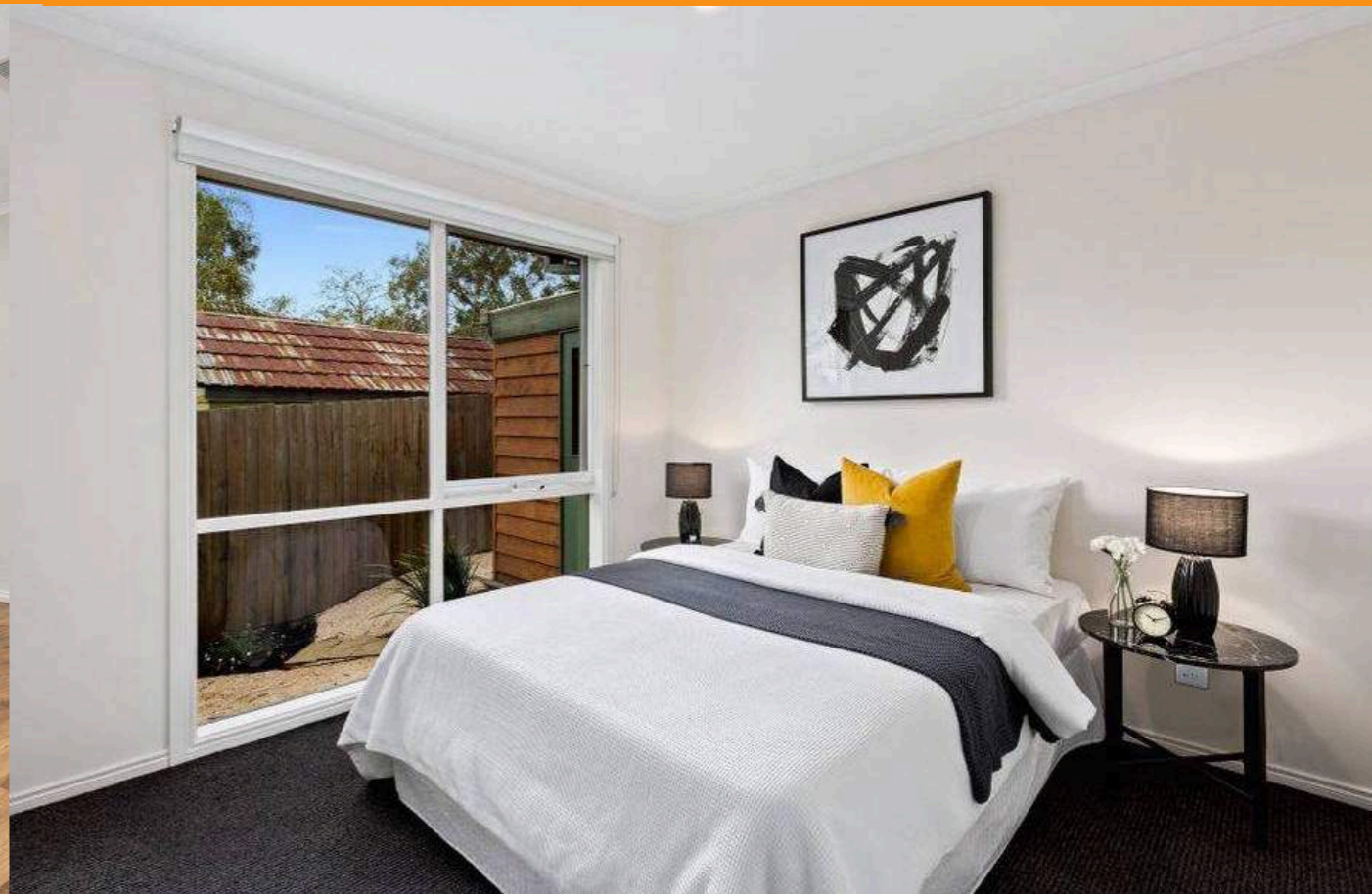


## **4. Buyer Psychology**

When preparing a home for sale, experienced decluttering and styling experts place an emphasis on showing potential buyers how they could see themselves living in the property. The presentation of the home is carefully thought out, and all furniture and accessory placement is positioned for a purpose; to get inside the buyers mind to tell them a story.

# FOR MORE INFORMATION

At Home Moving Planners Pty Ltd, our job is to make the process of selling your home as easy and stress free as possible. Our team dedicate themselves to achieving this goal for you. Our services are particularly helpful for those who cannot do the tasks themselves, have time poor family and friends, do not have family residing close by to provide help, or are interstate investors. Please contact our us for a free quote. We look forward to meeting you.



Director  
Lisa: 0409592253  
[lisa@homemovingplanners.com.au](mailto:lisa@homemovingplanners.com.au)

