



STYLING YOUR HOME FOR A GREAT SALE



There was a time when we could have a quick sweep round with a broom, mow the lawns and then sit back and wait for buyers to pour in the door. Not anymore. These days, there are less buyers doing the rounds and the same number of homes competing for their attention. If we want our home to stand out from the crowd and make a great first impression, we have to dress it like we mean business.



DRESS YOUR HOME FOR SUCCESS

Think of styling as if you were dressing your home for a job interview. You wouldn't send it along in singlet and track pants; you'd tart it up in a nice business suit, groom its hair and polish its shoes. Right now your home probably has that laid back shorts and tee shirt feel, which might seem welcoming, but it won't sell your home. So let's get to dressing and grooming.

WE'LL START FROM OUTSIDE

Stand on the footpath where buyers get out of their cars. View your house as they will see it for the first time. What stands out as good? More importantly, what stands out as bad? Does it need a coat of paint? Is the garden a mess? Is the house entry inviting? Are the paving stones cracked? Present your home's exterior as smartly as you can; after all, it's the first thing a potential buyer will see. If it's not enticing or if all they see is work, they'll get back in their car and be gone forever. Paint and perfect the little things.



NOW LET'S TAKE A LOOK INSIDE

If your house has passed the exterior test, your prospect will now be poking their head through the front door. What's the first thing they see? Is it a nice open scene with minimal furniture and no clutter? Or is it a crowded mix match of your eclectic furniture, your memories and your art? Styling is about presenting your house, not your personality.

SHOW THEM THEIR FUTURE, NOT YOUR PAST

How can that be true? You've put your heart and soul into creating a beautiful, welcoming home full of life and love, right? Well yes, but if that life and love is a distracting array of furnishings, art and family photos that scream 'You!' you're only presenting your world, not theirs. They can't begin to picture themselves in that home. So consider removing all your family photos and cut back all the clutter.



THINK SPACE AND COMFORT

The average buyer isn't a creative thinker. They can't see past what's there; they can't visualise space. So create a minimalist feel that showcases roominess. Repaint walls in neutrals, light pastels and keep the splashes of colour for rugs, plants and maybe the odd throw.

THINK ABOUT A PROFESSIONAL STYLIST

A professional stylist can do what you can't; they can be objective about what stays and what goes. It's your home; you're attached to every last detail, so it's understandable if the process of styling it for sale is a confusing one. A professional stylist will view your home through the eyes of a buyer.



STYLE TO ADD VALUE

Whether you do it yourself with advice from an agent or enlist the services of a professional, the right styling will add value to your home and, if you really get it right, generate a fast sale. Remember, most of your genuine prospects will view your home during the first thirty days of it being on the market. If you don't woo them during those thirty days, chances are they won't be back.

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