



Selling your property begins with making it presentable & marketable



Why should I style my home when selling?

Your home is your most valuable asset.
Protect your equity by investing in the preparation process when selling.

- Styled properties produce better photographs and give greater online appeal;
- Achieve a powerful first impression for your potential buyers by controlling what they see;
- Create more demand and competition for your home;
- Increase the perceived value of your home;
- Obtain better offers in the early stages of the campaign;
- Reduce the number of days on market.



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Styling your bathroom when selling

Although one of the smaller rooms in the house, the bathroom can have dramatic impact on the perceived value by potential buyers. It's also one of the most scrutinised spaces and one where buyers potentially see the need to spend money on improvements. The aim is to create a spa like sanctuary no matter how old the bathroom is or what base you are working with. Think impersonal, minimalistic and five star luxury hotel like.



- Clear all bench surfaces of clutter and personal items;
- Remove all personal hygiene products, toothbrushes etc, from the sink area;
- Clean, clean, clean and make all surfaces, fixtures, flooring and mirrors shine and sparkle!
- Be sure to clean the inside of the cupboards too as buyers will look in to see what storage is available. Get rid of anything you don't need to create a more spacious cupboard. Buyers love the idea of more storage;
- Display thick, white, luxurious towels to create that hotel look. Don't use them and just keep for display only;
- Add a few well-chosen accessories to add a layer of warmth, elegance and luxury such as luxe soaps and hand creams. Be sure to group them so the space looks organised and calm;
- Bring in colour and texture through the addition of greenery or flowers. Keep it simple and elegant though and in proportion to the size of the bathroom;
- Consider adding a timber stool with vase of greenery and soap next to the bath, or a bath caddy with some rolled up hand towels and cake of luxurious soap.



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