



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 bedrooms when selling

Bedrooms are an extremely important space to create that emotional connection with buyers. Think luxurious and calming. The aim is to have buyers imagine themselves and their family using the bedrooms as their little sanctuary – a place where they can escape to after a long day and have a restful sleep. This room can also be judged as to how cared for the rest of the property is.



- Clear the room of all personal items including jewellery and photographs;
- Make the bed the focal point and start with a neutral base of clean, crisp white sheets, pillowcases and if an ensemble - a white valance or bed wrap;
- Add in some standard pillows as well as European pillows, plus a soft quilt (one size larger than the bed) and layer with a neutral coloured cover or waffle blanket;
- Add artwork that appeals to most people to allow the introduction of colour. Best position, if wall space allows, is above the bed. A good rule of thumb for sizing is 2/3 the width of the bed;
- Add dimension and colour on the bed with layers of soft furnishings with a mix of cushions in colours that coordinate with the artwork. Complete the look with a soft throw across bed;
- Create symmetry and balance by including matching aesthetic, yet functional (not small!) bedside table lamps that suit the style of the room;
- Add a floor rug under the bed to help 'anchor' it so it doesn't appear to be floating in the room. It also allows for another layer of textures and patterns.



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