



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.



 0411 045 678

flourishpropertystyling.com.au

Styling your loungeroom when selling

When styling the loungeroom for sale, the most important thing to do is to create space and flow. You want to have a loungeroom that appears spacious and calm, yet at the same time, practical. Give buyers the headspace and opportunity to connect emotionally with the space and visualise themselves watching TV, hanging out with friends and family or simply relaxing with a book.



- Clear all clutter, old magazines, trinkets and other personal items;
- You may need to reconfigure the lounge and seating to allow for a good flow. This may even require the removal of some seating all together;
- A floor rug positioned slightly under the couch anchors the seating and brings in a layer of texture and colour. Size is really important and it's best to go larger than the couch width;
- Floor lamps, while completely practical to bring in accent lighting, also provide a big visual impact. They are the ideal fixture to fill in height space and help complete the overall look of a room;
- A coffee table allows for practicality and the perfect surface in which to display a vignette of greenery, a candle, display books, etc . Remember to group these items in threes or fives and at varying heights;
- Choose artwork that would appeal to buyers (think colours and imagery rather than personal photographs!);
- Add in cushions and a throw to create depth and luxury. Try and pick up a few colours from the artwork to create a cohesive look.



☎ 07 5478 2477

🌐 defineproperty.com.au

f @defineproperty

📷 @defineproperty



☎ 0411 045 678

🌐 flourishpropertystyling.com.au

f @flourishpropertystyling

📷 @flourish_property_styling