



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 'what exactly is it?' room when selling

Some rooms may already be blessed with incredible furniture, a gorgeous colour palette and accessories, yet the layout and utilisation of space may leave it a little underwhelming. This is where the rearrangement of what's already in the room can make all the difference when styling a room for sale.



- It's important for the room to still have an identity. This can be done by giving it a 'purpose', ie: is it a playroom, exercise room or simply a room to chill out and read?
- Then identify the room's best feature and let that guide the layout, ie: does the room have a window with a great view? Is the room really private therefor like a tucked away sanctuary?
- Position furniture that showcases your identified selling feature, then focus on adding the detail such as artwork and soft furnishings;
- Rugs are a great way to 'anchor' the pieces of furniture and create a warm and inviting space;
- Add contrasting textures and colours through the use of indoor plants and furnishings;
- Don't be tempted to 'over style' a room. Instead, make it warm and inviting using the tips listed above and then let the room 'breathe' through simplicity and a sense of calm.



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