



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 outdoor living spaces when selling

Australians have long loved indoor/outdoor living and the beautiful Queensland weather makes the outdoor spaces in a home even more valuable when selling. By styling these areas and highlighting the positive attributes, you're showing buyers how to use the space, rather than relying on them to visualise what to do with it. Whether you're working with a small or large outdoor space, think strategically.



- Identify a positive outdoor feature such as a gorgeous view, lovely integrated indoor / outdoor living or a pool and use that attribute to guide your styling;
- Declutter the space, put garden tools away, clean any decking and remove any cobwebs, leaves etc. If you have a BBQ, make sure it's super clean and tidy;
- Position furniture that showcases your identified best outdoor selling feature, then focus on adding the 'lifestyle', ie: the detail;
- Add a vignette such as sparkling water, glasses and some greenery to an outdoor dining table or side table. This helps create an inviting outdoor living scene and looks great in photographs;
- Replace any cushions that are dirty or mouldy with new ones. New outdoor cushions are a cost effective way to create a good visual impact;
- Adding an outdoor rug helps to define the space and 'anchor' any pieces of furniture.



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