



MARKETING GUIDE



GETTING YOUR HOME READY

Staging is all about de-personalising the space to allow the potential buyer or tenant to imagine what it could be like for themselves. Once you decide to sell your house, try to think of it as “not our home anymore” and try to turn it into a show home that will entice buyers. The effort will pay off big time!

Externally, making sure hedges are cut back, garden beds are mulched or chipped and lawns are green and edged will make the biggest difference for the lowest cost. This external presentation is also highly important because in most cases the front shot is the “key sales image” that draws potential buyers to click on the advert, view more information and contact us for an inspection.

Internally, try to thin out as much of your household belongings as you can. You are going to have to pack for the big move anyway, so you might as well get a head start. Not only will it make it easier when the big move comes, but you will also make your kitchen, closets, bookshelves and kids rooms look more spacious. Start packing with the out of season clothes, books, toys, etc., the more you can remove from the home, the larger the spaces will look.

As soon as the professional photographer arrives, they will begin work, so everything should be ready to go. They will be photographing both the interior and exterior of the home. The photographer is there to shoot the home, not to move or arrange furniture or personal items, so it is very important that this is all done before their arrival.



The majority of buyers & tenants start their search online, so it is important to make the first impression count!
Follow these tips to prepare your home for the best real estate photos possible.



Bedrooms

- Make bed, including decorative pillows/shams if available.
- Press bed linens and bed skirts.
- Clear nightstands of all personal items.
- Store away phone/tablet charging cables.
- Remove all clutter from top of dressers.
- Clean under bed, removing items that may show in the photos.



Kitchen

- Clear countertops.
- No knife blocks, baking supplies, mail, etc.
- Clear appliances unless they are a set that match kitchen (i.e. as above).
- Clear outside of refrigerator of magnets, papers, photos.
- Hide garbage cans in pantry or closet.
- Remove dishes from sink, place in dishwasher.



Living / Dining

- Remove stacks of magazines, papers, mail, etc.
- Fluff and arrange furniture pillows.
- Remove kid's toys, remotes, turn off TV.
- Hide or remove cables.



Bathroom

- Clear countertops & shower screen.
- No soap, toothbrushes, medications, deodorant, etc.
- Put toilet seats down.
- Remove shampoo, soap, etc. from showers and tubs.
- Display co-ordinated towels.
- Remove floor mats.



Exterior

- Remove cars from driveway and front of home.
- Mow and edge lawns.
- Remove empty planters, cut dead plants.
- Remove toys, visible water hoses, dog beds, etc.
- Clean pool, remove pool vacuum/cleaner hose.
- Hide pool cleaning supplies and rubbish bins.



General

- Thoroughly clean whole house.
- Replace all burned out light bulbs (use bulbs of the same temperature) and turn them on (twilight shoot).
- Turn all ceiling fans off.
- Open blinds & window to let in outside light.
- Remove any and all clutter.



HEAD OFFICE

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