

Professionals

Preparing your home for sale

It’s often the little things that attract people to your home, helping you sell faster and at a better price

With a minimal amount of effort and a few handy tips from this guide, you can make your home the envy of buyers.

Putting your home on the market

Deciding to put your home on the market can be an emotional decision. You’ve likely shared some great times and celebrated a number of milestones. As you prepare to leave this part of your life, your decisions on how best to present your home can help motivate buyers in a number of ways.

Be objective about your home

A proven way of enhancing your home’s visual impact is to take an objective view of its positive and negative aspects. Take the time to explore your home as if for the first time and be critical of everything you see.

In the buyer’s shoes

Your aim should be to present your home in such a way that it looks its absolute best. Consider the strongest features of your home and most importantly put yourself in the buyer’s shoes. If you notice any features which need improvement or removal, you can be sure a potential buyer will too.





Your goal is to make your home the most appealing on the market. We hope this step-by-step guide helps you achieve a great result!

From the outside

Your home's street appeal will immediately grab the attention of potential buyers.

As with everything, first impressions are crucial. It can be the difference between an average sale price and an amazing one. If it looks great from the outside, a buyer will be enticed to come inside for an inspection.

Entrance

A newly painted front door with polished fixtures can be a nice welcome for buyers. A simple welcome mat alongside flowering potted plants can also contribute to the entrance appeal. Remember, make sure your doorbell works!

Windows

Windows should be cleaned to sparkle, with no fingerprints or visible grime. This will create an open, spacious feel to your house. If windows have flyscreens, ensure there are no holes or tears.

Lawn and garden

Lawns should be mowed, raked, and groomed to perfection. Prune any shrubs and trees to let natural light in. Ensure gardens and hedges are nicely manicured. If there's time, reseed pots and plant flowers to give the impression of a healthy, colourful garden.

Roll up garden hoses and store all garden items. Don't forget to have rubbish bins out of sight.

Driveway

Driveways should be free of leaves, dirt and oil stains. Make sure any pathways are swept clean.

Letterbox

Numbers should be prominently displayed. All junk mail should be removed and letterboxes newly painted if appropriate.

Fence and gate

If a fence surrounds the house it should be spotless, mould free and well secured. Gates should be well oiled with latches working. If possible they should be newly painted.

Shed and garage

Have a good clean out of all your rubbish so the buyer can see all available space.

Paint

The outdoors is an extension of the indoors, so tidiness is crucial. If the outdoor area is painted, make sure there's no cracked paint or holes. It's often said that cracked or peeling paint can reduce the value of a home by thousands.

Gutters

Clean out your gutters and if appropriate paint the gutters and drainpipes.

Furniture

Outdoors areas can add significant value to your property, so make the most of your garden, deck or verandah. Arrange appealing outdoor furniture, clean the BBQ and consider adding two large pots brimming with healthy plants. Make sure any outdoor tables are immaculate.

Bringing your home's best external features to life can boost your sale price.





On the inside

Creating a competitive edge

Buyers look for homes, not houses. The atmosphere inside your home will improve its desirability. Your house is a celebration of the everyday, so a bit of natural clutter such as a pile of hand-picked magazines, coffee table books or a daily newspaper are expected.

De-clutter

It's vital your home is neat and tidy. Take down posters, remove excess knick-knacks and keep cupboards orderly. Your items may be precious to you, but a buyer needs the visual freedom to imagine living in your home.

Space

Although de-cluttering is essential, don't go overboard and create a sterile interior with minimal warmth. Buyers are attracted to a home because of its welcoming, clean and friendly ambience, presenting a lifestyle to which they aspire.

Pets

Not everyone is an animal lover and many people are allergic. The sight of a food bowl or animal hair on your couch or carpet can put off a potential buyer, not to mention the smell of food and litter trays. Make sure you deodorise the entire house and remove litter trays, beds and toys from view.

Your home's atmosphere

As a buyer walks through your home, every positive aspect builds a case for its desirability.

Lighting

Bright light makes a small space appear larger and softer light creates a warm, intimate feel. So if there are dim areas in your home turn the lights on, even if there's sunshine outside. Neutral colours, soft textures and plenty of light will make every room a pleasant place to be in.

Temperature

A comfortable temperature throughout might not sell your home, but excessive heat or cold will drive buyers away. On warmer days, put the air-conditioning or ceiling fans on. If it's cool, a fire or heater can create a welcoming mood.

Open views

Where possible, open up doorways and windows onto other spaces throughout your home. Outdoor spaces are very important to many buyers, so bring any garden or entertaining areas into full view.

Sense of smell

It's important to create pleasant smells, but not overwhelming aromas. Pay particular attention to strong cooking odours in the kitchen, pet smells and cigarette smoke. Create smells with the use of candles, fresh flowers and fruit bowls.

Sound of music

Retail specialists have shown that light classical music makes buyers stay longer and spend more time and money. So why not use it to your advantage and make your home even more attractive to potential buyers?

You have a big say in creating an emotional bond between the buyer and the home, so don't overlook those small touches.



Room
by room

Every room helps to create an overall sense of your home's liveability!

Kitchen

Make sure your kitchen benches are clean and clear of clutter. Store unnecessary appliances and ensure there are no dirty dishes in the dishwasher or sink. Tidy cupboards and the pantry as buyers often look in there. Polish sinks, taps, benchtops and appliances.

Living areas

Like kitchens, buyers will spend a lot of time in living and entertaining areas. Aim for comfort and warmth, using open space, neutral colours and lighting. Keep cabinets and tables free from DVD, books and magazine clutter, with the exception of a few for display purposes.

Bedrooms

Natural light, a freshly made bed, with large, colourful cushions and nicely designed bedside tables can really bring your bedrooms to life.

Bathroom

Bathrooms have been noticeably transformed from the purely functional to super chic. Creating a clean, pleasant bathroom can come from new knobs, a towel rack and the addition of fluffy towels or aromatherapy candles.

Laundry

Ensure there's no washing in machines, baskets, on lines or clothes horses. Nobody wants to see your clothes, even if they're clean!

Quick and easy improvements

Before selling, you'll need to undertake minor repairs to parts of your home.

Accessories

These are your home's finishing touches and buyers have a keen eye for small imperfections. Repair any broken screens, doorbells, locks and latches. Replace lightbulbs, handles or doorknobs and fix leaking taps.

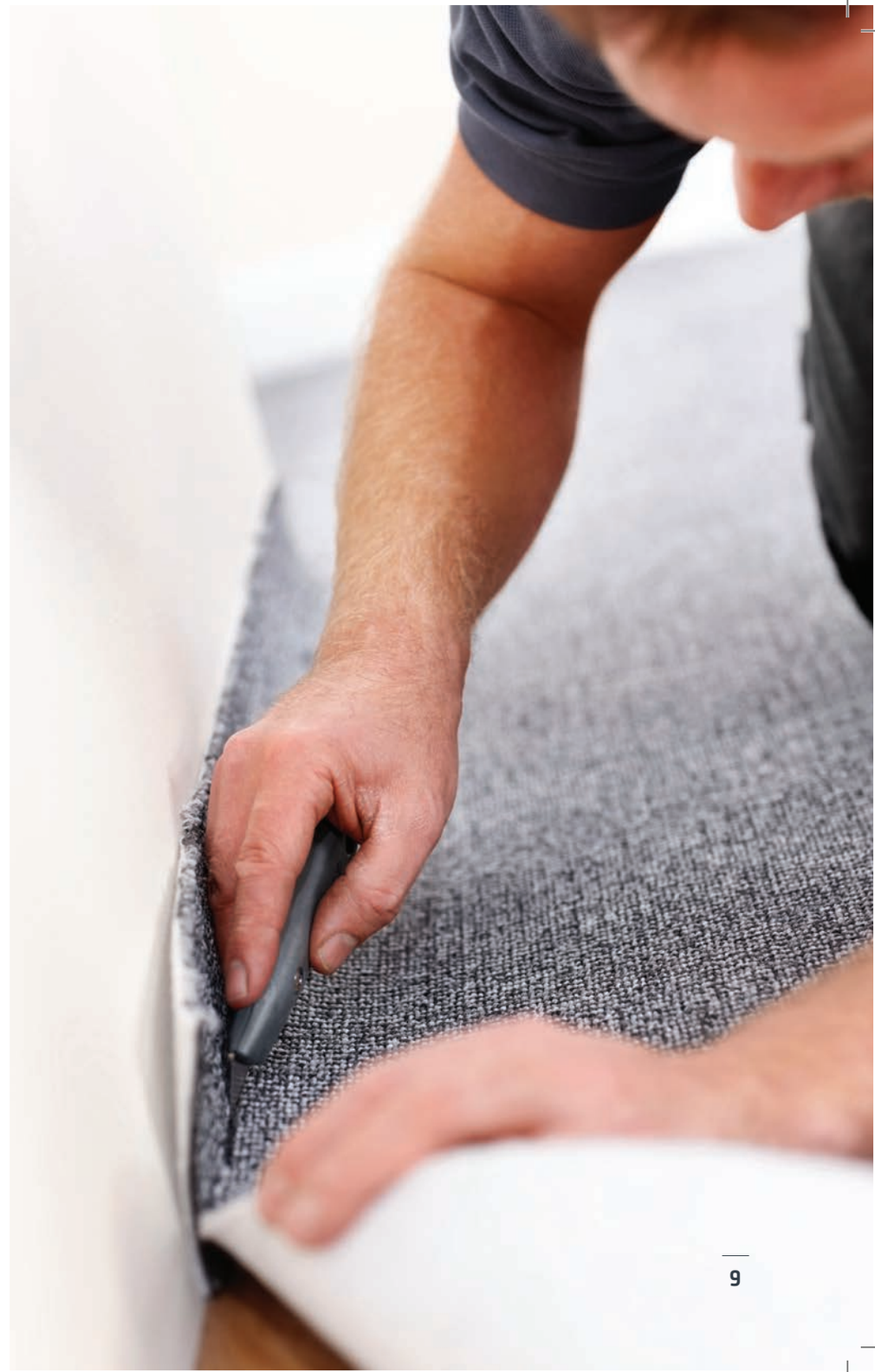
Carpets and tiles

It's amazing the difference professionally cleaned carpets can make! For any tiled areas, a useful tip is to use bicarbonate soda and vinegar with a toothbrush to clean any stained grouting between tiles.

Safety and security concerns

If there is exposed wire it can cause major safety concerns, so hide any unsightly wiring to stereos, televisions or computers. Missing switch covers and electrical plates should be replaced. All doors and windows should close and lock securely. Latches should be well oiled to open and close easily.

All these improvements add up. It can be the difference between making a sale or being crossed off a buyer's list!





The time has come.
Are you ready?

All your efforts to date have helped create a positive impression with potential buyers.

At this stage, most buyers will prefer asking your agent questions about your home. They'll know everything inside and out, and are experts at communicating the key selling points.

Remember, your agent is working for you.

They're experts at winning the hearts of buyers and will give you feedback every step of the way.

We hope these tips have helped on your selling journey. Good luck!

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Good luck on your selling journey!

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