



RayWhite

Preparing
your
property
for market

First impressions are purely that... **first impressions.**

How your home comes across in the first few minutes of viewing with a potential buyer can critically determine the outcome at the other end of the sale process.

Tasteful decoration, careful presentation, and clever use of space, can all often be the crucial differences between an 'acceptable' result and a 'great' result.

At Ray White, our sales personnel are intricately networked among the area's best home décor designers, 'home staging' companies, building services, and landscape gardeners - who can all provide you with expert advice on ways to present your home for sale. It's all part of the outstanding Ray White customer service experience we willingly deliver at no extra charge.

While some homes require a bare minimum to prepare them for sale, others need a little additional input to really attract the market's interest. At Ray White, we've put together just a few recommendations on how you can maximise the sale price of your home...



Street appeal

Before a buyer even steps inside your home, they will see it first from the road. Therefore, it's crucial that the first viewing beckons those buyers in, rather than raising potential objections. Improve your home's street appeal by undertaking the following:

- Simple gardening, ensure lawns are mowed and weeds removed
- Sweep the front approach areas, and clear the entrance way of any leaves or foliage
- Wash the exterior of the house and ensure paintwork is pristine
- Waterblast concrete areas
- Remove any clutter from around the property
- Add potted plants to add appeal to the first impression



Ambience

Once inside the home, ambience is crucial because it appeals to the buyers' senses. When it comes to house shopping, our three primary senses are sight, sound and smell. So how can you positively stimulate those senses?

- Sight - add fresh flowers, or place interesting books or artwork around your property
- Sound - play soothing or ambient music in the background
- Smell - the aroma of fresh coffee brewing, hot baking bread, or the delicate hint of a freshly scented oil lamp, all enhance the senses. The smell of polished furniture for example will subconsciously add to the feeling of cleanliness.
- An overall spring clean is a must to freshen up the property



Space and light

- Create the impression of space by removing unnecessary furniture and ornaments
- Open all blinds, clean the windows and surrounding sills
- Trim any branches that may be overhanging in the garden
- Remove any posters from bedroom walls and magnets or notices from the fridge
- Add a mirror to smaller rooms to create a feeling of space
- Install 100 watt light bulbs to brightens up dark rooms
- Consider hiring a storage unit to house unnecessary objects



Storage

- Clean out garages and sheds to show how much storage space is available
- In the kitchen, clean out the pantry and clear appliances off the bench top to create a feeling of more space
- In the bedrooms, clearing out wardrobes creates the illusion of abundant storage space
- Buyers will open your cupboards and closets, so make sure these are immaculate. Folding linen and clothing will make storage spaces appear larger.

Once de-cluttered, we recommend staging your home or using a stylist to help your property appeal to wide range of buyers.



Property maintenance

It is rarely necessary to conduct expensive work before selling your home, however do be prepared to carry out small maintenance upgrades.

- Repairing leaking taps
- Replacing faulty light fittings
- Adjusting sticking doors and/or loose door handles
- Plastering over any small cracks or holes in the walls
- Bathrooms should be gleaming, repair broken tiles, ensure seals are in place and storage areas tidy
- Consider getting your carpet professionally cleaned



Before every open home

- Open all blinds and curtains to maximise natural light
- Remove pet feeding bowls, and if possible, remove your pets from the property during inspection
- Turn on lights in darker rooms
- Turn off the TV, turn on calming, restful music for ambience
- Remove valuable items from sight
- Leave doors open so that buyers can explore the feeling of space
- Make sure the temperature inside the property is comfortable
- Highlight special features such as open fires or architectural quirks with the property