

RayWhite



Styling your home for sale: *Top 10 tips for success*

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Introduction

Selling a home is both an art and a science. The way a home is presented can significantly impact its market value and the speed at which it sells. This ebook will guide you through the top 10 things you should know or do when styling your home for sale. These tips are designed to help you make your home more attractive to potential buyers, maximize its value, and ensure a smooth selling process.



1. Declutter and depersonalize

WHY IT MATTERS?

Potential buyers need to envision themselves living in your home. Clutter and personal items can distract them and make it difficult for them to see the home's true potential.

STEPS TO TAKE

- **Remove personal items:** Take down family photos, personal connections, and anything that is highly personalised
- **Organise and store:** Pack away excess items and organise closets and storage spaces to make them appear more spacious
- **Minimalist approach:** Adopt a minimalist approach to decor, focusing on essential and stylish pieces that enhance the space without overwhelming it

2. Deep clean your home

WHY IT MATTERS?

A clean home conveys that it has been well-maintained, which is a huge plus for potential buyers. It also makes the home look more appealing and inviting.

STEPS TO TAKE

- **Hire professionals:** Consider hiring professional cleaners for a thorough top-to-bottom clean
- **Focus on details:** Pay attention to details like grout lines, baseboards, windows, and light fixtures
- **Maintain cleanliness:** Keep the home clean and tidy throughout the selling process, especially before showings



3. Enhance curb appeal

WHY IT MATTERS?

First impressions are crucial. The exterior of your home is the first thing buyers see, and enhancing curb appeal can make a significant difference in attracting potential buyers.

STEPS TO TAKE

- **Landscaping:** Trim bushes, mow the lawn, plant flowers, and add mulch for a neat appearance
- **Exterior maintenance:** Repaint or touch up the exterior, clean gutters, and pressure wash driveways and walkways
- **Front door focus:** Repaint the front door, replace outdated hardware, and add a welcoming doormat and potted plants

4. Neutralize your color palette

WHY IT MATTERS?

Neutral colours appeal to a broader range of buyers and help them imagine how they might personalise the space to their taste.

STEPS TO TAKE

- **Paint walls:** Repaint walls in neutral shades like beige, grey or soft white
- **Coordinate decor:** Use neutral-coloured decor items like throw pillows, rugs, and curtains to create a cohesive look
- **Avoid bold statements:** Avoid bold and bright colours that might turn off potential buyers



5. Light it up

WHY IT MATTERS?

A well-lit home appears more inviting and spacious. Proper lighting can highlight the home's best features and create a warm ambience.

STEPS TO TAKE

- **Maximise natural light:** Open curtains and blinds to let in as much natural light as possible
- **Update fixtures:** Replace outdated light fixtures with modern ones
- **Add lamps:** Use floor and table lamps to brighten dark corners and create a cosy atmosphere

6. Highlight key features

WHY IT MATTERS?

Showcasing your home's best features can help set it apart from the competition and make it more memorable to buyers.

STEPS TO TAKE

- **Feature focal points:** Arrange furniture to highlight focal points like fireplaces, large windows, or architectural details
- **Accentuate with decor:** Use decor to draw attention to unique features, such as placing a stylish mirror above a fireplace or using a bold area rug to define a seating area
- **Create vignettes:** Set up small, attractive scenes (vignettes) in key areas, like a cosy reading nook or an inviting dining setup





7. Update and repair

WHY IT MATTERS?

Buyers prefer homes that are move-in ready. Addressing necessary repairs and updates can prevent potential buyers from being deterred by the prospect of additional work.

STEPS TO TAKE

- **Fix issues:** Repair leaky faucets, squeaky doors, and broken tiles
- **Update hardware:** Replace outdated cabinet handles, light switches, and outlet covers
- **Modernise kitchens and bathrooms:** Consider updating kitchens and bathrooms, which are major selling points, with new fixtures, countertops, or a fresh coat of paint on cabinets

8. Stage to sell

WHY IT MATTERS?

Staging helps buyers visualise the potential of the space and can make the home appear larger, brighter, and more welcoming.

STEPS TO TAKE

- **Hire a professional:** Consider hiring a professional stager who can optimise the layout and decor
- **Use what you have:** If hiring a stager isn't an option, use your own furniture and decor creatively to showcase your home's best features
- **Create a flow:** Arrange furniture to create a natural flow and make the space easy to navigate



9. Set the right price

WHY IT MATTERS?

Pricing your home correctly is crucial. Overpricing can lead to your home sitting on the market for too long, while underpricing can leave money on the table.

STEPS TO TAKE

- **Market research:** Conduct market research to understand what similar homes in your area are selling for
- **Consult a realtor:** Work with a knowledgeable realtor who can provide a comparative market analysis and help you set a competitive price
- **Be realistic:** Be realistic about your home's value and be prepared to adjust the price if necessary based on market feedback

10. Market effectively

WHY IT MATTERS?

Effective marketing can significantly increase the visibility of your home and attract more potential buyers.

STEPS TO TAKE

- **Professional photography:** Invest in professional photography to showcase your home in the best light
- **Online listings:** Ensure your home is listed on all major real estate websites and includes a detailed description and high-quality photos
- **Social media:** Utilise social media platforms to spread the word about your home sale. Share the listing on your personal accounts and consider using targeted ads
- **Open houses and tours:** Host open houses and private tours to give potential buyers a chance to see the home in person and ask questions

Styling your home for sale involves a combination of strategic updates, thoughtful staging, and effective marketing. By following these top 10 tips, you can enhance your home's appeal, attract more potential buyers, and ultimately achieve a successful sale. Remember, the effort you put into preparing your home for sale can pay off significantly in terms of both speed and final sale price. Happy selling!

The logo consists of a solid yellow square. In the bottom-left corner of this square, the text "RayWhite" is written in a bold, black, sans-serif font. The word "Ray" is in a standard weight, while "White" is in a bolder weight.

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