



EMMA DICKSON

STYLING TO SELL



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FIRST

You've committed to sell...

You need to present your home in the best light in order to appeal to as many buyers as possible.

As soon as you commit to selling, you need to turn your home into a place where buyers could see themselves living.

**What's so good about your property?
Will they need to do any updates to the home before they move in?
Are they getting their money's worth?**

Well styled homes offer a lifestyle to buyers by clever use of space, maximising the functionality of every inch of your home.

Styled yet relatable, your biggest asset will captivate the attention it deserves and leave an unforgettable impression on your buyers.

Most buyers start their search online: a styled home will photograph and show better online and in printed marketing materials, attracting more buyers to your home.



Can you afford NOT to style your property?

Experts know that property styling will help you achieve the best result possible.

Property styling/staging can ensure your property creates an emotional connection with the buyers, leading them to be more invested in purchasing your home, even if it means they pay a higher price.



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NEXT

Freshen, De-Personalise & De-Clutter

Freshen Up...

As much as you may love dramatic colours and bold patterns it could turn off a good portion of your buyers.

Tips:

- Repaint your rooms in neutral tones
- Repair cracks or holes in the walls
- Broken bulbs & light fittings need to be replaced
- Replace mouldy seals in the bathroom
- Replace or store away
- appliances that are old & dated

De-Clutter...

Perfect timing, you may as well start packing. You want the buyers to focus on how great your space is, not how 'lived-in' it looks.

Tips:

- Banish that pile of shoes from the entryway
- Remove anything else that detracts from your home's gorgeous features
- Keeping it? Store it!
- Take down personal touches like family photos
- Store away your bathroom personal items & toiletries
- Remove decorations/magnets from the fridge



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If you are still unsure where to start when styling your home for sale, please get in touch and I can assist you with styling tips to enhance the appeal of your home to buyers.

There are various professional home staging companies around Dunedin that can fully stage your home for sale. If your property is vacant this is a great option. Some simple top tips you can do yourself: for the day of inspection are to remove pets and their food bowls/toys, have the garage & closets organised neatly and display fresh flowers.

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