

The BIG 5 Top Tips to Styling your property like a Professional

Number ONE:

Style your home to the demographic – The first step is to understand that when you are styling and staging your house to sell, it's not about you or what you like. Treat selling your house as if it were a business transaction and remove the emotion from your décor decisions. A TOP professional stylist can make your house look nice AND more importantly, directly target the desires of your particular niche of buyers. So hire one, or do what they do, and you are likely to have buyers fighting for your property.



Number TWO:

Curb appeal – first impressions matter. You have one chance to entice a potential buyer to come inside the property. One chance! The front yard, landscaping and the exterior of the house must look appealing, otherwise they will drive on past. Even better, if it looks stylish, buyers will be excited to enter the house and see what the interior is like, expecting it to be nice.

Number THREE:

Sell to the ladies and cater for the men – Great property styling will tug at the heartstrings of female buyers inspecting your property and already imagining their family living in each room. In a very short time, this will have them emotionally engaged. Women have huge influence in a relationship when deciding whether to buy or not, more influence than the men will admit to! So, if you also alleviate objections from the men by making the garage, shed, workshop, TV areas amazing spaces, then you are on to a winner.



Number FOUR

Play it safe - remembering that selling a property is a business transaction and your aim is to excite as many buyers as possible, chose all cabinetry and tiling in neutral colours i.e. white, cream, beige, greys (light through to dark) and black. Only add brighter colours to areas where buyers can easily change them, if they dislike them e.g. painted feature walls. Add colour and texture for interest through accessories like cushions, artwork and throws.

Number FIVE:

Declutter - It sounds very simple, but downsize your personal belongings first. Go through each room, one at a time, clearing out all unnecessary items. Then, just as a professional stylist would do, clearly define the purpose of each room, adding interest and warmth with selected items that fit the space. This will make storage areas look ample and buyers look for adequate storage.

