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PROPERTY
STYLING

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Fact Sheet

WHAT IS PROPERTY STYLING?

Property Styling or Home Staging as it is sometimes called is a service designed to help prepare your home for sale by accentuating its advantages and eliminating or reducing the perceived negatives. By presenting your home at its best, results are often a quicker sale for more money than expected.

Part decorating, part marketing, part psychology, styling highlights your homes best features while

downplaying any weaknesses. Styling is about determining how to beat your competition and identify what will sell your home and present it at its best by decorating and styling in a way that will maximise these features. The major difference when styling to sell is to focus on the target market that will be attracted to your home.

Without styling your property, most people cannot see the possibilities a home holds for them. More than **80%** of people cannot visualise a home's potential. By styling your home, you increase the potential buyers for your home by **up to 80%**. The buyer doesn't have to imagine your home at its best because you've done the work for them.





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Styling your home is like preparing for an important job interview. By presenting your home at its best, styling will help convince your buyers that your home is the one for them. You never get a second chance to make a first impression.

Most buyers want to upgrade therefore they want a home that feels fresh and current with decorating trends. If your home is well decorated buyers will assume the house is structurally up-to-date too.

By de-cluttering and de-personalising, buyers can imagine themselves living in your home. The buyer needs to imagine their own possessions in the space. Until then you won't have a sale. Buyers want to feel they have got value for their money which generally means more space. You need to make your home seem as spacious as possible. Property styling is about being able to see your home through the eyes of prospective buyers and making changes necessary to persuade them to purchase it.

Research has shown that the longer your home is on the market, the further the ultimate purchase price drops below the asking price. This should be a major incentive to invest in property styling upfront. The idea is to get it on the market and sell it quickly, for a higher price.

The way you **live** in your home and the way you **sell** your house are two different things.

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