Fact Sheet

3 WAYS TO CREATE THE 'WOW' FACTOR

First impressions count.
This is true in everything we do. How we present ourselves to the world creates an image to those around us. For example, when we go for a job interview we put on our best clothes and make sure we present the best possible image.

First impressions are vital when selling as well.
Presenting the best possible image is very important when selling your biggest asset; your home.

Creating an emotional connection is important.
Many buyers buy on emotion and create an impression within minutes of viewing a property. This means the images online need to instantly create an emotional connection with buyers. You want that emotional connection to then get stronger when buyers drive up to the property for the first time and step through the front door.

Styling a property is the secret ingredient to creating that emotional connection.
Property Styling is not just decorating; it's part psychology and part marketing. It creates the hook you need to attract more buyers to the open home and encourage more bidders on auction day.

HOW DO I CREATE THE 'WOW' FACTOR IN MY HOME?

Styling for sale is very different to how you live.

There are 3 ways you can make your home stand out in the market, and they all start with a 'D' - Declutter, Decor and Display. If you go through each of these steps, you'll be on your way to making your home the one that everyone wants!

1. Time to Declutter

Decluttering is the very first step in the styling process. By removing excess furniture, you can show potential buyers just how much space they have to work with. It also means they don't become distracted by your belongings. Cluttered spaces can give the impression of lack of storage and lack of space - and these are two perspectives you definitely want to discourage!

Consider the proportion of your furniture. Is the sofa or dining table too large for the room? If so, remove it and replace it with something more suitable for the space. Also consider your belongings. Do you have a jam-packed toy room or excess storage containers piled up everywhere? This is your opportunity to go through everything and do a clean-up. It will save you half the hassle when you're ready to move anyway!

2. Review your Decor

Think about the types of people who would be interested in your home. Are they young families? Empty-nesters? Couples? Singles? Then think about their needs and what their ideal home would look like. Now have a look at your current decor.

You want potential buyers to walk into your home and imagine themselves living there. And this could be made difficult by unusual colour schemes or inaccessible spaces.

Would your colour scheme and soft furnishings appeal to them? Does your current furniture make the rooms look old? All items have a date stamp. That rug you purchased a decade ago may not be very appealing to today's market, so it might be ideal to replace or remove it prior to the open home. And those pink walls you've adored for many years? They'll be much more appealing with a lick of neutral-coloured paint.

3. Consider the Display

After you've decluttered and removed outdated decor, consider how your rooms will be set up and displayed in photographs and for your open home.

We recommend doing some research online to see how other homes are displayed on real estate websites. Consider which ones stand out to you and why. We recommend adding homely touches, such as candles, fruit bowls, ornaments, cushions etc. Not too many - but enough to present your home as *their* future home.

Feeling a bit overwhelmed with it all?

If yes, then it's time to call in an expert! A seasoned Property Stylist has knowledge of the market and can provide unbiased advice. Having an expert on hand is the key to changing your home from drab to fab.

As soon as you decide to sell your home, it's now a commodity. So, if you want top dollar, styling is a marketing tool that all successful agents recommend.

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