

PREPARING YOUR HOME FOR SALE



Congratulations On Deciding To Sell

Selling your home is an exciting time, and we want to help you prepare for what comes next.

Harcourts would like to share a few simple presentation tips with you, which may help to present your property in the best possible light. It's often the little things that make the biggest impact. For example, first impressions really do count. It is estimated that over 50% of properties are sold even before the prospective buyer steps through the front door!

These are just a few practical ways you can make an instant, positive impression, which will go a long way towards a successful sale.

Don't hesitate to get in touch with us if you need any further assistance or information.

Thanks

The Team at Harcourts Whangarei

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Make A List

Before you do anything, it's a good idea to make a list of both smaller and larger jobs that you think need doing around the house, from painting, to larger room renovations, roof fixes, new fixtures on cupboards etc. Once you have a list, you can work out what you can achieve before your home hits the market.

Spring Clean

Clean, clean, clean! You want people to focus on all the good parts of your home, dirty walls and windows take away from the appeal. Work room to room as you would when spring cleaning, concentrating on particularly grubby areas. Don't forget to do the windows inside and out, it's amazing how much brighter rooms appear when the windows are clean.

Depersonalise

Buyers like to be able to imagine how they will use each space in your home. Having lots of personal photos and items around the house can be distracting. If possible, put away personal items and if you have brightly painted walls, think about painting over them.

Storage

It's a good idea to declutter as much as possible. Put bulky pieces of furniture and personal items into storage and clean out spaces like the garage, linen cupboards and storage cupboards so they look spacious and clean.

Roadside Appeal

The first thing the buyer will see is the outside of your home. This means your street appeal is critical. Make sure the lawns are mowed and simple gardening is completed, wash or waterblast the exterior of the house and if you have any big or small jobs on your list (painting, roof work etc) then get those done too. The entranceway is also important, remove any clutter, add some potted plants and sweep. This will make a huge difference!

Work Room By Room

Work through your list of jobs room by room, painting, completing repairs and updating old fixtures and fittings. Think about what each room's purpose is. If you have a spare room you were using as a place to store things, think about re-purposing it into a home office or spare bedroom.

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Bring The Outside In

The outdoors has a natural appeal to people. Placing some plants or flowers in each room makes the space feel warmer and more inviting. Using some furniture or decor inspired by nature such as wicker and rattan can warm up a space.

Think About Lighting

Brightness and light make each space feel more open. You can create this feeling by adding mirrors, trimming branches that overhang windows, opening curtains and blinds and changing lightbulbs.

Focus On Kitchen And Bathrooms

The kitchen and bathrooms are key areas buyers look at when searching for a new home. An inviting kitchen is key, so pay extra attention to making sure the benches and taps are sparkling, the pantry is organised and the bench is clear. In the bathroom the same goes, think about placing a candle on the vanity and having matching towels so the room is aesthetically pleasing.

Organise Your Closets

Make sure your wardrobes are organised nicely, buyers look at all these spaces so keeping them tidy and organised helps a lot.

Think About Staging

Home stagers are professional at styling your home so that buyers get the best impression from the time they walk in until the time they leave. They understand that every property is different, and that the styling requirements will differ from one property to another. This means that when they style your home, it will fit and be cohesive. If you would like to look at having your home staged for the time it's on the market, talk to your real estate agent.

Before Each Open Home

While your home is on the market, make sure you keep on top of little jobs around the house. It's only for a short time and it will make a big difference long term.

Make sure dirty dishes are clean and put away, surfaces are wiped down and clear of clutter. Ensure rooms and the outside of the house are tidy.

Before each open home, make the beds, open the curtains and light candles. Sometimes having the lights on even during the day can help make rooms appear brighter. Hang fresh towels and if you have flowers make sure they are fresh too, aromas like fresh flowers and coffee can have a positive influence on buyers.

Talk to your real estate agent about what time of day is best to hold your open homes, the time when the sun shines in the warmest is optimal, as buyers are always keen to find out about north-facing living.



Preparing To Sell Checklist

Outside appeal

- Remove bikes, tools, and any clutter
- Keep lawns mowed, paths edged, hedges trimmed and gardens weeded
- A few well-positioned flowering potted plants can create a welcoming appearance
- Having the exterior washed and windows cleaned can make an enormous difference
- Paint or wash fences, gates, screens, steps and the front door
- Ensure your pets are secure and out of the way of any visitors
- Outside lighting is a must for evening inspections

Positive first impressions

- Your front door and entranceway are areas that can make a powerful first impression
- A newly decorated front entrance with attractive topiary shrubs either side can be effective
- Position an attractive plant or piece of art to add that final touch

Style to impress

- Once clutter free, consider using a home stylist or home staging service. Home stylists will take a look at your space, and then loan you the furniture which is the size and style best suited for your home, which will make a space look bigger, comfortable and liveable
- Speak with your sales consultant who can help you organise a staging service

Appeal to the senses

- A general spring clean will freshen the look and the air
- Turn on sufficient lights when showings are being held to compensate for any dark areas
- Use odour neutralisers to dispel cigarette or animal smells. The aroma of brewing coffee or freshly baked bread will be inviting
- Place freshly cut flowers throughout
- Interesting knick-knacks, books or artwork in feature areas around your property can encourage visitors to linger
- Bathrooms should be gleaming. Repair any broken tiles and reseal around the bath and basin if necessary. A dish of scented soaps adds a nice touch, but avoid overpowering scents
- Ensure the radio and TV are off, or use restful music
- Make sure the temperature inside is comfortable – even light the fire in winter

Create a feeling of spaciousness

- Ensure your kitchen is spotless, the working areas are uncluttered with tidy cupboards and pantry
- Make sure closets are tidy – they'll look larger
- Mirrors in smaller rooms can convey the feeling of more space
- To enlarge room size appearance, perhaps look at moving some furniture into storage

It's the little things that count

- Attend to any small maintenance jobs such as dripping taps, squeaking hinges, loose door handles, blown light bulbs or faulty switches



Find where you belong.

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