

STYLING YOUR HOME TO SELL

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SO, YOU'RE THINKING ABOUT SELLING?

At Universal Property, we work alongside our clients to achieve the best price when selling. A key part in this process is styling your home. When it comes to selling, you won't get a second chance to make a good first impression.

Before you list, it's important to walk through your home with a set of fresh eyes as if you are the buyer. Looking through the buyers lens, would you want to purchase this house for the amount you want to sell it for?

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Think about how your home looks, is it inviting, fresh and spacious? Can buyers imagine themselves living in your home?

Styling your home before selling can make a significant difference when it comes to accelerating the sales process and boosting your final sale price. We created this guide to provide you with plenty of tips and strategies to prepare your home for selling.

If you need help with arranging and styling your home, or once you're ready to sell, get in touch with Universal Property to guide you through your selling journey.

LIZ & JESSE MALTHOUSE



TABLE OF CONTENTS

This book is structured following the flow of movement through your house. Click on the headings to take you directly to the chapter of interest.

CONTENTS

First Impressions Matter	05
Show Your Kitchen Some TLC	10
Maximize Living Spaces	14
A Clean, Trendy Bathroom	20
Create a Relaxing Bedroom Atmosphere	25
Backyard Entertainment	29
Checklist	32

01

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**FIRST IMPRESSIONS
MATTER**

01

CREATE A WELCOMING ENTRANCE

First impressions make a difference

Your home needs to make a good first impression on prospective buyers. As soon as they arrive, they want to feel excited about the environment and atmosphere, enticing them to come in and see more.

CLEAN & DECLUTTER

Making sure everything looks clean and well-maintained is key to creating a lasting first impression. Inspect all gutters, windows, roofing, footpaths, driveway and walls, ensuring that they are all functional and clean from dirt and debris like spiderwebs.





NEAT, CLEAN AND FUNCTIONAL

Spending a few hours improving the front-of-house and entrance will create the right energy that will impress buyers.

Check the mailbox is in good condition and that house numbers are intact and clearly visible. Make sure the mailbox is emptied each day and no flyers are left lying around.

Place garbage bins out of sight and ensure these are kept empty to avoid unpleasant odours. Spend time checking all external lights are working for prospective drivers who are viewing the property at night.

Review the check list at the end of the book.



Entice prospective buyers to see what's inside through a welcoming pathway. Use neutral colours for a clean appearance; this will look great when paired with green plants for decoration.

A freshly painted front door will help your home to look clean and well maintained. If necessary, replace the front door handle with a new one. For a more budget-friendly option if your handle is looking tarnished, these can be freshened up using at-home cleaning methods. There are different [cleaning methods](#) for each type of metal. The buyers will want to step into a bright, spacious area. If your entranceway is feeling dark, try painting the walls white to brighten the the space or adding in a skylight to allow for more natural light to flow in. Use simple pot plants to decorate, the idea is to add character without overcrowding the space. Choose plants that are stylish but simple and easy to maintain. The idea is to keep it simple and stylish. If you have the space, use some simple decorations to add character, such as a mirror, some artwork, or a console table.





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**SHOW YOUR KITCHEN
SOME TLC**

CHAPTER TWO

DECLUTTER & FRESHEN UP

Kitchens can make or break the deal when selling your home. Kitchen renovations can be costly and takes months to complete. Whereas staging is relatively inexpensive compared to the overall sale price of your home. The first step will be clearing out the clutter. You will want your kitchen to look tidy and functional. Clean out all the cupboards and drawers; polish the

tapware, cookware knobs and kitchen appliances; vacuum the cobwebs and crumbs from the tight hard to reach nooks; and ensure the kitchen bin is empty before potential buyers view the property. Add or update your appliances with new. Buyers know just how expensive it is to buy a new oven or dishwasher, so they may shy away knowing that they have to purchase new appliances. So if your appliances are out of date consider replacing them. It will be a worthwhile investment that will help to maximise on your sale.

Applying a fresh coat of paint will add life and light, as will adding a little primer and paint to tiles. Swapping cabinet doors can transform a kitchen. If this is out of your budget, consider replacing the handles on cupboards and drawers.





USE ACCESSORIES TO STAGE THE KITCHEN

A few carefully chosen and placed accessories will give your kitchen the feeling that it is a space to be lived in, which will be appealing to your potential buyers.

Cookbooks with beautiful photos displayed in a holder create a culinary atmosphere. Ensure that any open shelves are populated with some accessories like cookbooks, a mortar and pestle or potted plants. Fresh flowers and a bowl of fruit will add colour and fragrance, helping to create a homely atmosphere.



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CHAPTER THREE

Buyers like large living areas, so your priority should be to reduce the clutter and find ways to maximise the space.

CHECK FOR ANY MAINTENANCE

Before staging your living space, check for any damaged or worn structures. Pay attention to flooring. Replacing damaged or old and worn flooring may not be an option, in this case try to make the most of what is there. Have your carpets professionally cleaned; and marked or damaged timber floors can be re-sanded and polished. Do a further check that all lighting and electrical fixtures are functional; and that window frames and shades or blinds are in good condition.





MAXIMISE LIVING SPACES





MAXIMISE LIVING SPACES

Your buyers want to imagine what it would be like living in this space. Lounge rooms are created as a place to communicate and relax, you need to create this experience when staging the lounge room. Consider traffic patterns and watch out for door swings and windows as you will need room to open these. There should be enough room for people to

travel comfortably in and around the furniture and through the room.

IDENTIFY THE FOCAL POINTS

This is a feature that captures your attention as you walk into a room. Your goal is to enhance and draw attention to this feature. A focal point could be a painting, a view, fireplace, or feature wall.

KEEP THINGS NEUTRAL

When selling, the best advice is to keep things neutral so that buyers can project themselves into your space. This doesn't mean that everything has to be white. If your room is looking a little cold or bland, consider other shades of rich neutrals or greys. You can also use cushions or accessories to add a splash of colour.

CREATE SPACE

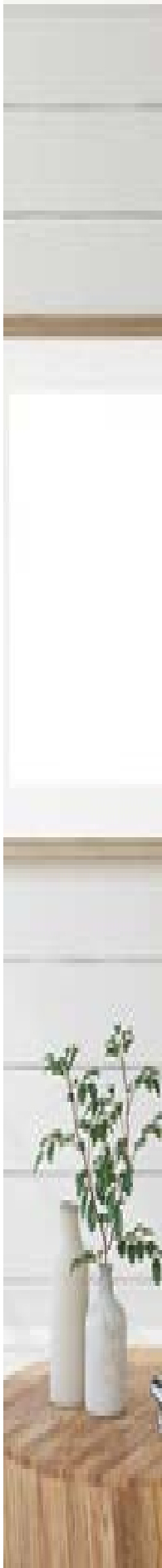
Open plan living is very trendy, and if your room is small on size, you will need to show ingenuity to make the most of the available space. Limit the pieces of furnishings in the room, as too many items can make the room look crowded. Position the furniture to create space and maximise open-plan living, taking into consider the traffic patterns.

BRIGHT AND LIGHT

Natural light is preferred as it fills the room with a sunny warmth. Your goal is to let



as much natural light in as possible. Open all window blinds and curtains. When considering artificial light, a lounge room requires enough ambient light to make it comfortable on the eyes. Installing modern and stylish light fixtures is a cost effective face lift for your lounge room. Select contemporary lamp styles with white or beige shades.





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A CLEAN, TRENDY BATHROOM

Your bathroom must be clean, no matter how old or what condition it is in. Nothing puts buyers off more than a dirty bathroom.

MAKE IT SPARKLE

Scan your bathroom and make note of all the places that need cleaning: scrub your tiles and grouting; make sure your windows, ensure that the bath and shower are free of soap residue; clean the toilet; clean drains in the sinks and in the shower; ensure mirrors and shower screens are streak-free; and empty the bin.

FIX THE FITTINGS

Cracked basins, toilets or tubs give the impression that the bathroom is unhygienic, old and in need of repair. Consider repairing or replacing. Stained or cracked bathtubs or sinks can be easily fixed by enameling companies. They can even enamel old tiles; if your bathroom colour scheme is dated, this is a simple, inexpensive process that could maximize your sale. Consider replacing any old tapware or using at-home cleaning methods to bring back some life. Repair any loose towel rails and toilet roll holders.





A clean & stylish bathroom can soak up a sale.



ADD A TOUCH OF LUXURY

If a full bathroom renovation is not within your budget, there are plenty of inexpensive accessories and tips that will add a touch of luxury to any bathroom. To begin with you will want to remove all old soaps, shampoo and conditioner bottles, worn towels, excess toilet rolls, toothbrushes, and products. Use accessories to create a nice, cosy

feeling: fresh, plump towels, hand-made soaps, a pot-plant or fresh flowers; and boutique bath products will do the trick.

CREATE MORE SPACE

If you have a small bathroom, avoid overcrowding the space. Putting towels on the back of the door instead of on towel racks on the wall will give the appearance of more space. Using large mirrors will also give the appearance of a larger space, as will a light and bright colour scheme.

FEELING FRESH

Make sure your bathroom is well ventilated by opening windows and using the ventilator fan if needed. Use a simple fragrant diffuser or air freshener to prevent any odours.





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05

CREATE A RELAXING BEDROOM ATMOSPHERE

Create a private haven that is cosy & inviting

After looking at how many bedrooms your home has, the next thing buyers will take into consideration is the size of the bedroom. If your rooms are on the small size, use a neutral colour scheme and reduce the amount of furniture to create the feeling of space. Furniture arrangement is also important to consider. When entering a room there should be a natural flow from one area to the next, avoid blocking the path, obstructing doorways or windows, and not having a clear activity zone.



MORE STORAGE & LESS CLUTTER

Storage in a bedroom is highly important, which is why you will see buyers peeking into wardrobes and cupboards. When preparing to stage your home, reduce as much clutter as possible. This includes all personal items such as photo frames and other trinkets. For children's rooms, make sure all toys are neatly tidied away or decluttered; and all posters are removed from the wall (Hannah Montana is not the best marketing technique!).



CREATE A PRIVATE HAVEN

When it comes to bedrooms, buyers want a space that will look warm and inviting. Lighting is crucial in creating the right atmosphere. Plenty of natural light is advantageous, whilst at night consider dimmer switches and bedside lamps. Add a little touch of luxury with fresh linen sheets, puffed up pillows and extra cushions, a bed throw or a comfy chair. Keep the decorations simple and neutral.



**“BUYERS WANT
A BEDROOM
WHERE THEY
CAN ESCAPE
THE WORRIES OF
LIFE”**



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CHAPTER SIX



It is just as important to ensure that your garden is tidy and clear of mess. When opening your home for inspection, make sure the garden is mowed and free of weeds.

Make sure all structures are well maintained, including the garden and pool fence, shed, pavers, garden bed walls, and guttering. Consider repairing or replacing where necessary.

Remove any dead plants and replace with new. When considering which plants to use in your garden try sticking to a theme rather than introducing lots of different colour. Select inexpensive and low-maintenance plants.

CHAPTER



SIX

Adding defining borders to garden beds is a simple trick to give your garden a makeover. Timber borders are popular, but small shrubs or grasses are another great option. You may also consider adding a few larger plants as focal points.

When styling the outdoor dining space, you want to create an atmosphere that is ideal for entertaining and connection. Consider replacing any worn patio with new, adding a focal point like a statue, water feature or urn, and install lighting such as spotlights, fairy lights or lanterns.



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CHECK LIST

GARDEN & FRONT OF HOUSE

Mow & whipper snip lawns

Landscape & tidy garden beds

Empty bins & put out of sight

Inspect mailbox and clear any

Inspect/Repair guttering

Inspect/Repair roofing

Clean/Repair gate and fencing

Clean pavers, driveway & foot-paths

Repair/clean windows & frames

Inspect & repair lighting, cameras

Inspect front door and handle

Tidy garage and shed

Clean and repair pool

Touch up exterior paint

THE FUNDAMENTALS

Clean & declutter

Clean skirting boards, walls, floors, windows, curtains, blinds, lights

Repaint if required

Oil squeaky doors

Repair any damaged structures (flooring, window frames, doors, walls)

Fix any electricals

Remove any personal items

Polish door hardware

Hide/unplug electrical cables

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CHECK LIST

KITCHEN & DINING

Remove clutter from
counters
Clear out cupboards &
drawers
Clean in hard-to-reach areas
(side of fridge, under oven/
dishwasher etc)
Clean microwave

Replace old appliances

Repair leaking taps/faucets

Polish tapware

Clean drains & empty bins

Use accessories to create a
homely atmosphere

Clean dining table & chairs

Use a focal point on dining
table

LOUNGE ROOM

Remove any excess furniture

Maximize open-plan living

Clean furniture (fabric or
leather cleaner)

Clean flooring

Open windows & blinds

Use a focal point

Decorate with accessories

Use pillows and throws for
colour

Create the right atmosphere
with lighting

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CHECK LIST

BEDROOM

Remove any personal items

Declutter side tables, dressers & wardrobe

Clean windows & ceiling fans

Clean flooring

Organise furniture to allow for traffic

Open blinds for natural light

Use lamps to create atmosphere

Replace old bedding with fresh, neutral colours

Use cushions & throws for colour

BATHROOM

Clean/replace grout

Clean mould & soap scum from shower and bath

Repair leaking taps

Clean drains & empty bin

Replace/repair damaged fixtures

Remove all personal items

Decorate with boutique products & towels

LAUNDRY & STORAGE

Remove laundry bins & products

Clean flooring, windows, doors & around appliances

Replace old appliances

Repair leaking taps & faucets

Declutter storage & cupboards

READY TO SELL?

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