



HOW TO:

Prepare your home for sale

Our top interior styling
tips for presenting your
'best' home

**PLACES
AND
GRACES**

INTERIOR STYLIST
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Selling your home ?

FIRST, REMEMBER THIS :

Your home is primarily a place to experience life – eat, sleep and converse – thus the presentation goes up and down with the ebb and flow of our days. Getting your home market-ready takes time and energy.

The following interior styling tips can be used to improve the feel of your home at any point in life :)
But when it comes to presenting your property for sale – your home will need to on be its' best behaviour, twenty-four seven.

**For hands-on help styling your property for sale,
book one of our styling packages at www.placesandgraces.com**



1:

Think about the 'views'

**Take a wander
through your home
– inside and out
– stopping in the
places potential
buyers will pause.**

What do you see ?
What's in view ? Is it
pleasing to the eye ?
Look up, down, left,
right. What could you
add or remove to
improve the outlook ?

Perhaps there is a
piece of furniture
making a room feel
awkward, an apparent
gap above a wardrobe
that could benefit
from a plant, or an
ugly power-lead
that needs to be
removed...

Often you don't
know how to improve
a view until you
try – shift things
around and see
what happens.

2:

Tell a cohesive story

Potential buyers will be looking at your home as a whole, weighing up the pros and cons of the complete package. Help them see it all in the same light by removing anything glaringly out-of-place.

Colour is a useful tool for creating a cohesive story. Imagine a house painted off-white throughout, except for one bedroom in bright orange – chances are, all you will remember is the one orange bedroom.

Wander through your home removing anything that feels out of place. Then fill the gaps with items that support the overall story.



3:

Amplify the good stuff



What are your homes best features ? Perhaps it's the number of bedrooms, heritage details or indoor-outdoor flow ? Or maybe it's something less tangible like the way the layout works well for teenage families ?

Think about what you can do to maximise these benefits. It might be taking visitors through the house in a particular direction, or arranging furniture to show off the view to the garden.

Work with your agent to identify your homes best features so they can add these to their sales pitch.

4:

Employ diversion theory

Every house has a negative, because nothing is perfect. But you can use diversion theory to divert the eye away to something better.

If there are parts of your home which potential buyers might see as roadblocks, re-direct attention using an eye-catching object. For example – if the carpet is past its best – use rugs, cushions, flowers or art to draw the eye upward.

Minimise any 'less-than-perfect' parts of your home by re-directing the eye to the good bits.



5:

Streamline

With clutter removed, our eye is free to assess the space and focus on how it makes us feel.

Make it easy for buyers to SEE your house by simplifying what's in it :

- File away paperwork
- from the bench,
desk, on the fridge.
- Remove filing boxes and small fiddly items from shelves.
- Tidy away daily-life stuff - your shower cap, earplugs, yoga matt.
- Tidy leads that stop your sideboard sitting flush to the wall, or the extension cord that runs under the rug to reach the lamp.
- Gather objects in groups so your eye can read them as one, as opposed to many.
- Store extra items in the cupboard or garage, not under a bed or behind the couch
- If it's gathered dust, chances are it needs to be moved or removed.



6:

Now is the time to fix those little things that have been bugging you, but haven't made it to the top of the to-do list.

Remove the opportunity for your buyer to compile a 'fix it' list by getting on top of maintenance:

- Ensure all the lights and bulbs are working.
- Fix the drips and leaks.
- Fix the broken latches, shelf brackets, door knobs.
- Touch-up scuffed and damaged paintwork.
- Replace the broken step, rotten hand-rail, torn carpet.

Chat to your agent before embarking on the significant 'fix it' jobs – sometimes large investments can be recouped, other times it may be best left as is.

Fix the niggly bits



7:

Utilise mother nature

Adding plants to your home will instantly make it feel more loved and lived-in.

We always put at least one plant in every room because:

- Healthy plants are a sign that a house has been cared for, tended to and looked after.
- Plants are an opportunity for adding interest and texture to a room.
- They are a perfect tool for when diversion theory is required.

After you have re-arranged and edited your room – identify the perfect spot for a plant.



10:

Love your home, all the time



Getting your house ready for the market can take quite some time. But if you give your house regular love-time you can avoid climbing to the top of the mountain in one go.

These are the regular home-love rituals which we practice once a year to stay on top of the inevitable life-clutter:

Dust light fittings / Wash the house / De-fly-poo the ceiling / Clean the windows / Re-arrange furniture, objects, and art / Deep-clean the shower / Edit your wardrobe / Edit the kids wardrobes! / Wash the curtains / Dust the blinds / Clean the skirting boards / Clean inside the kitchen cupboards and drawers / Edit the pantry and fridge / File paperwork / Weed, mow and prune the garden / Let go of the things you don't use or need.

CHECKLIST:

Prepare your home for sale

1. Wander through your home and check each view.
What needs to be moved or removed to improve the flow and views?

2. What story are you telling?
What needs to be moved, removed and added to complete the story?

3. What are your homes best features? What are you going to do
(re-arrange, add, move) to amplify these features?

4. Where do you need to employ diversion theory?
What can you do (put in place) to draw the eye elsewhere?

5. What areas need a declutter?

6. What is on your fix-it to do list?

7. Where will you place plants and flowers?

8. What new linens (innners and outers) do you need to dress your beds?

9. What are the final details to remember on the day of photos
and open homes?

10. What deep-cleaning is required?

LASTLY:

First impressions do count. Make sure the view and path from the front gate to the front door is the best it can be.

Keep all your daily toiletries in a plastic container or bucket that can be easily tidied away for open-homes.

The inside of cupboards and storage areas should be three-quarters full and tidy – not bulging and not empty.

Clean and tidy pet bowls can stay, but tidy away pet paraphernalia (i.e. cat scratching polls).

If a room is big enough for a double bed, put one in there – because not everyone will be able to visualise whether one will fit.

Mirrors are useful for bouncing light and drawing the eye towards a favourable outlook, via the view you get in the reflection.

It's ok to have family photos on display, but do edit them back.

New and well-fluffed cushions go a long way to disguise a fading couch.

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