

PLANNING TO SELL YOUR HOME?

Your Checklist to Get Started

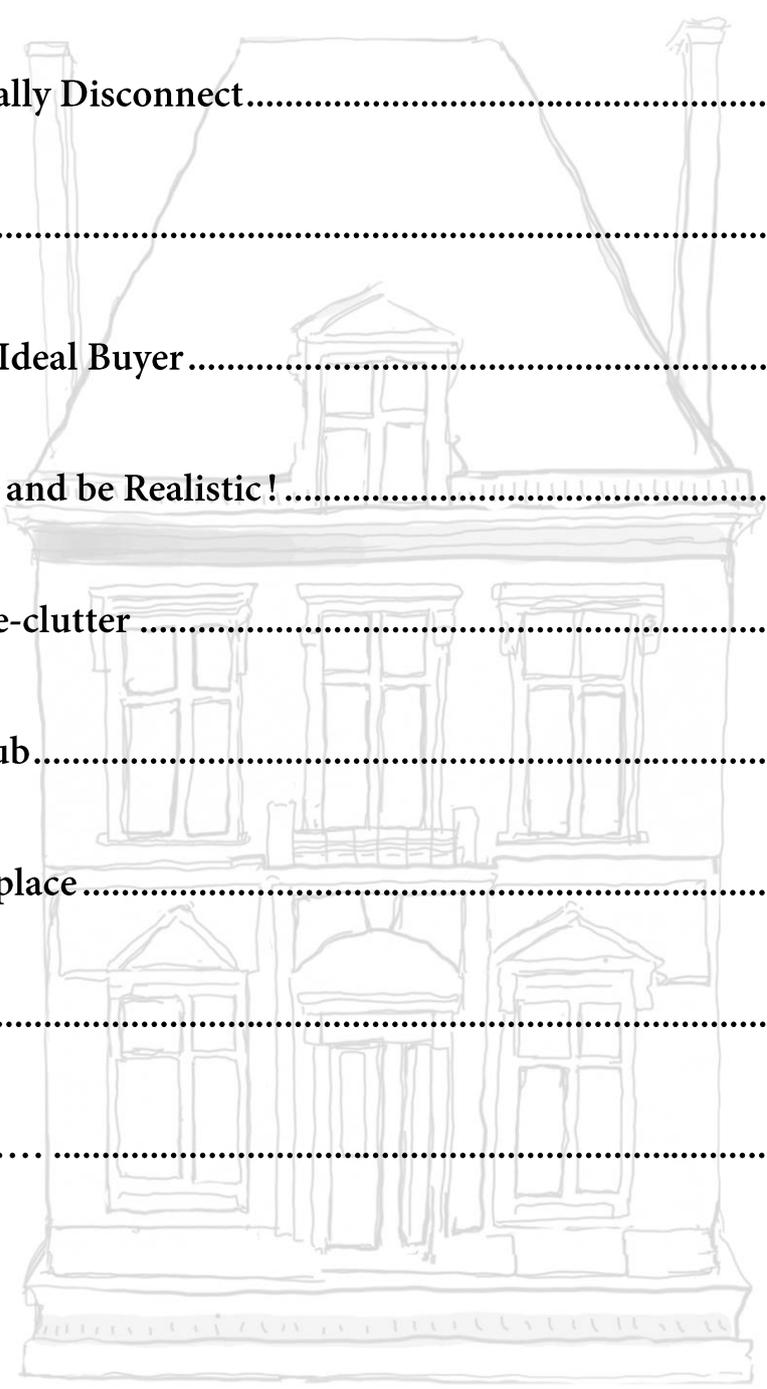


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LET'S EMOTIONALLY DISCONNECT

Selling your home is considered one of the most stressful things you will do in your life. It is up there with renovating and becoming a parent for the first time.

Whether it's an investment property or the home you live in the stress can feel the same. Once you have made the decision to sell it is important that you emotionally disconnect from your home.

WHY?

Because if you still see the property as your home and not as a house to be marketed to the largest number of likely buyers, you won't see what needs to be done or be willing to make the changes necessary. A good mantra to take on is "this is now a house that I want to get the best price for in the marketplace, my next property is going to be my new home".

BE OBJECTIVE

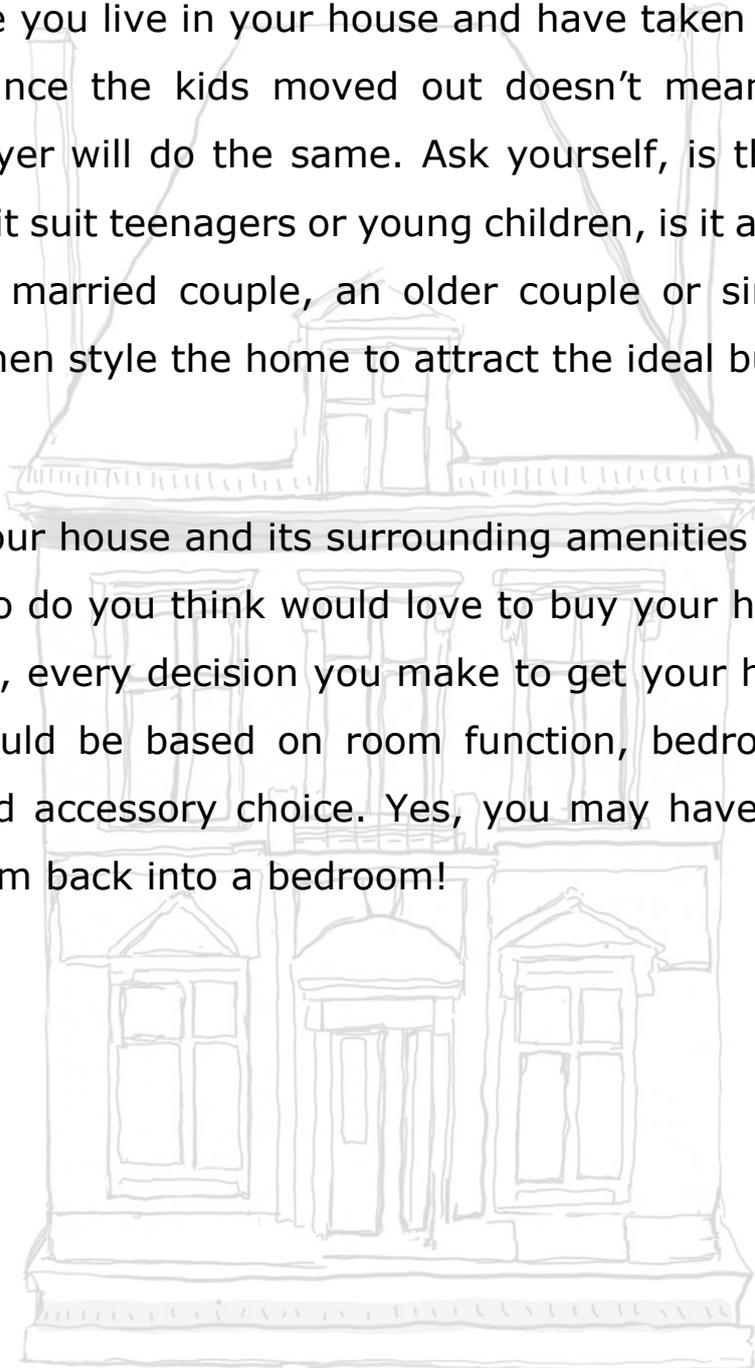
We all suffer from selective blindness in our own homes. We learn to live with the stains on the carpet, the peeling paint and the mould growing on the bathroom ceiling. To gain objectivity there are a few ways to go about it.

- 1. Ask a good friend to walk through your property and point out its deficiencies.*
- 2. Take your own pictures of each room and then view them through the eyes of your camera and determine if you are happy with what you see and if you would like to see those pictures on the Internet.*
- 3. Let your fingers do the walking on the Internet and see what properties are on the market in your suburb for a similar price and how they present in comparison to yours.*
- 4. Engage a Property Stylist like me to spend an hour with you walking through your property and suggesting where changes need to be made to give your home the greatest chance of appealing to the widest possible market.*

STAGING TO THE IDEAL BUYER

Just because you live in your house and have taken over all the bedrooms since the kids moved out doesn't mean that your potential buyer will do the same. Ask yourself, is this a family home, does it suit teenagers or young children, is it a home ideal for a newly married couple, an older couple or singles? How would you then style the home to attract the ideal buyer?

You know your house and its surrounding amenities better than anyone. Who do you think would love to buy your house? Once clear on this, every decision you make to get your house ready for sale should be based on room function, bedroom set-up, furniture and accessory choice. Yes, you may have to convert the junk room back into a bedroom!



GET MOTIVATED AND BE REALISTIC!

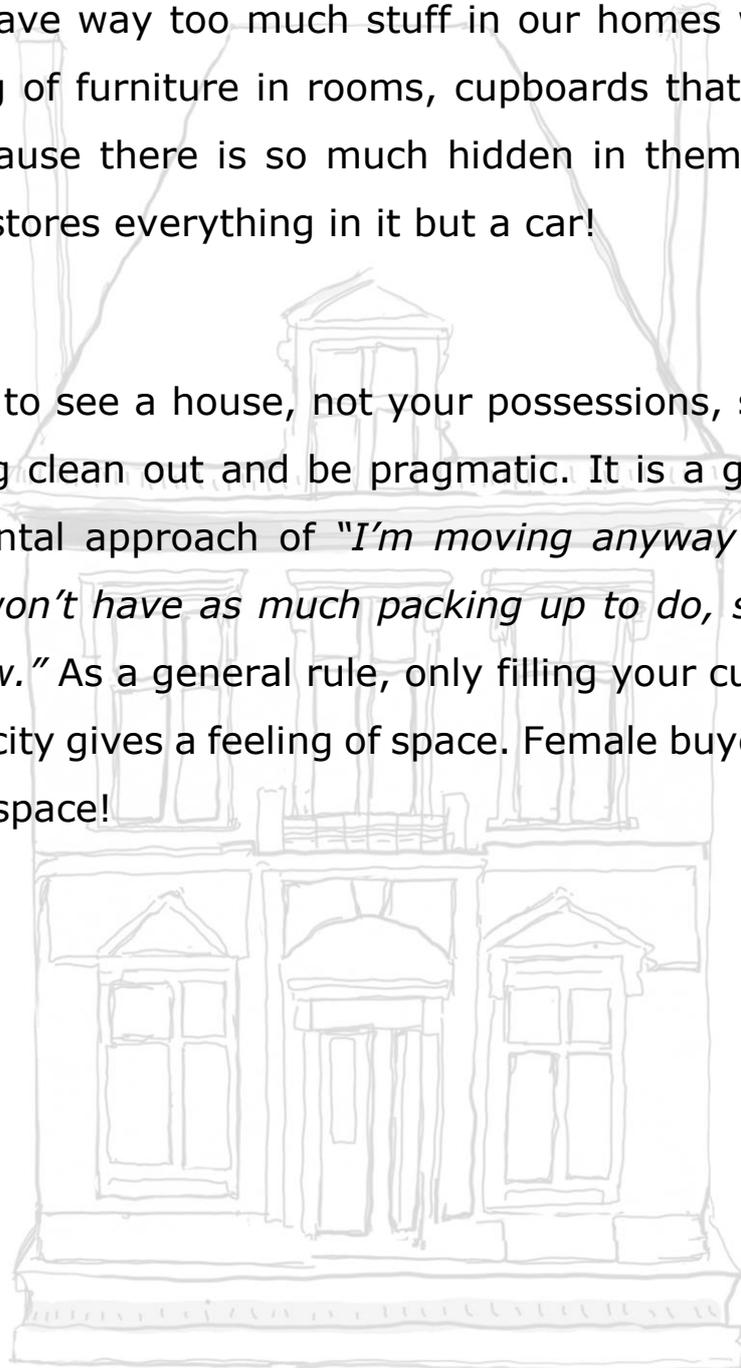
Ask yourself, *"How motivated am I to do what it takes to get my home ready for sale and do I want to present it in the best possible way to get the best possible price?"* Be realistic about the time and effort it may take to get your property ready. It's more than likely that it will take longer than you anticipated so don't beat yourself up about it. Have an action plan, bring in outside help if it's all too daunting or you are limited for time, and reward yourself along the way. The biggest risk you face is falling in love with your house again!



IT'S TIME TO DE-CLUTTER

Most of us have way too much stuff in our homes whether it's overcrowding of furniture in rooms, cupboards that don't close properly because there is so much hidden in them, or even a garage that stores everything in it but a car!

Buyers want to see a house, not your possessions, so it is time to have a big clean out and be pragmatic. It is a good idea to take the mental approach of *"I'm moving anyway so when it happens, I won't have as much packing up to do, so I may as well do it now."* As a general rule, only filling your cupboards up to 70% capacity gives a feeling of space. Female buyers love lots of cupboard space!



CLEAN AND SCRUB

Do I really need to say anymore! A clean house, a driveway and paths that have been cleaned with a high pressure hose, a tidy garden and sparkling windows gives the message to buyers that the property is looked after and easy to maintain.

REPAIR AND REPLACE

Your buyers want to see your house and not your 'To Do' list. Remember when I asked you to be objective, that's what you need to be when you write the to do list and start ticking of all those little jobs around the house. If it's a long list and your hopeless with the tools, then hire a handyman to get things done. If your buyers see repair jobs, they will think time and money. It won't cost you as much as you think and issues are less likely to come up in a building inspection report. When considering replacing items such as new carpet, new handles, kitchen counter tops, or even painting, carefully consider your return on investment before diving in and spending the money.

GO NEUTRAL

To those that like colour this can sound very boring, but the reality is that a neutral colour scheme that gives a feeling of calm, balance and warmth appeals to a wider market. For the elements that will stay when you sell – walls, floors and window treatments, think neutral. Moveable colour can be added through furniture, artwork and décor items.



STAGE AND

When maintenance is complete and the tradesman have moved out its time to think of your house as a prop piece and present it in it's best possible light, showcasing and not hiding your properties best features. Identify your most likely buyers and stage your house to appeal to them. Think about the function and layout of each room as you position furniture in it. Use what you have and borrow or hire where needed. This is where a property stylist can save you time and money by coming in and doing it for you. A small investment in a stylist can make a massive difference in how your property is presented.

.... Stay Staged!

I've always found that the hardest and most stressful thing when selling is keeping your property staged. It can be especially hard when you have a family living in it. It's best to have a plan in place and involve all members of your family so they don't think you've gone mad when the agent calls to say they'll be over in 5 with someone who is interested in your property! You never know, it could be the buyer you've been waiting for.

If you would like further advice or assistance in getting your property ready for market, I'd love to help you.

You can contact me through my website www.chezb.com.au or via Facebook.

Good luck and stay calm.

