



Preparing your property for market



Putting your best foot forward pre-sale can ensure your property makes a lasting impression on the right buyer.

How your home comes across in the first few minutes of viewing can critically determine the outcome at the other end of the sale process. However, refurbishments needn't be costly or time-consuming, and often a few well-placed additions or tasteful modifications can offer the difference between an acceptable, and a great sale result.

Working with your home's target market in mind, Bayleys salespeople are superbly connected with local service providers that can assist in everything from home staging to landscaping, cleaning and building ideas.

Whether your home needs a simple spruce or a complete refit, Bayleys experts are full of tried and tested advice that'll help you maximise the sale value of your property.



Your target market

Identifying and appealing to your home's target market will ensure the pre-sale focus remains on cost-productive tasks.

- At the time of listing your property with Bayleys, you will have discussed your property's 'target market', this being the ideal buyer that will fall in love with your home's features and location.
- Identifying the most valuable aspects for that buyer will help you to have a clear understanding of the most rewarding tasks you can undertake pre-sale.
- Where families may value fencing and security, first home buyers and investors will prioritise affordability, meaning a fresh coat of paint could be all you need to see your home sparkling like new.



Property maintenance

Expensive work is often not necessary, but homes do benefit best from some basic maintenance pre-sale.

- Sweep the property to identify problem areas; are there any leaky taps or flickering lights to be fixed?
- Adjust sticking doors or loose door handles.
- Plaster small cracks or holes and retouch walls with paint.
- Repair broken tiles, ensure seals are in good condition and see storage areas are clean and dry.
- Clean carpeted areas.
- Consider simple landscaping such as removing weeds, rotting wood and cracked concrete.



Street appeal

Upping the ante on street appeal can add instant 'wow' factor, beckoning those all-important buyers through the door.

- Undertake simple gardening tasks; ensure lawns are mowed and weeds removed.
- Sweep/rake entryways.
- Wash your home's exterior and fencing, ensuring paintwork is pristine.
- Waterblast concrete areas.
- Add potted plants for instant appeal.



Storage

Clearing the clutter can make things a whole lot simpler come moving day, most importantly though, it'll help your home to look bigger and lighter to capture the attention of that perfect buyer.

- Clean out storage spaces, garages and sheds to showcase their size.
- Clear pantry items and appliances from the benchtop to see a more streamlined kitchen.
- Remove wardrobe items and keep trinkets to a minimum in bedrooms.
- Buyers will open cupboards and closets, ensuring linen and clothing is neatly folded will help these spaces to appear larger.
- The most appealing home looks tidy but lived-in, finding that balance will help purchasers to envisage their lives within its walls.



Space and light

Light, airy and luminous are right up the top of many a buyer's lists, help your property to tick those boxes with these simple considerations.

- Remove unnecessary/clunky furniture and ornaments.
- Open blinds, clean windows and surrounding sills.
- Keep wall-art to a tasteful minimum, utilise mirrors in smaller/darker rooms to create light and space.
- Install brighter light bulbs in darker rooms.
- Trim overhanging branches surrounding the property or in the garden.
- Consider the use of a storage locker to house unnecessary household items.



Ambience

Once inside, it's important that your home appeals to all of the buyer's senses – this means considering sight, sound and smell during open homes and viewings.

- Sight; add a fresh floral arrangement, interesting books or artwork to draw the eye.
- Sound; play soothing or ambient music to add an element of calm.
- Smell; the aroma of brewing coffee, freshly baked bread, polished furniture or a scented candle can enhance the senses, subconsciously creating a connection between the visitor and your home.
- Undertaking a complete spring clean helps the property to appear fresh, clean and provides a great canvas from which to build ambience.



Before every open home

Completing a simple checklist before each open home/viewing will ensure your property is always looking its best.

- Open blinds, curtains and doors to maximise natural light and enhance the feeling of space.
- Turn on lights.
- Ensure pets are off-premises, and toys and feeding bowls have been put away.
- Turn the television off, turn on pleasant, calming music.
- Ensure the indoor temperature is comfortable.
- Draw attention to special features such as a large living room or open fire-place.



