

Reed & Co.

ESTATE AGENTS

Preparing your
home *for sale*.



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Regardless of whether you're considering putting your home on the market or completely resolute on the idea of selling, this guide will guide you through the steps to maximise your outcome and ensure the result is the very best one. In the following pages we've outlined everything to help you in this process, over four key phases:

Step 1 - What to Consider

Step 2 - Your Action Plan

Step 3 - Preparing Your Home for Market

We are here to guide you through these steps and work closely with you to achieve a fantastic result.

Our team are committed to the highest level of customer service and are happy to help with all of your real estate needs, please feel free to get in touch with the Reed & Co. team if you have any questions about the market.

What to consider

Your home is your greatest asset.

In life and real estate it is often said that your principal place of residence is possibly your biggest asset. As industry professionals we find this true for so many people in the community who we represent.

With this in mind it is important that you do all you can to maintain the property throughout its lifetime, in order to protect and grow your asset. This way, at the time of eventual sale, you receive the best possible cash profit from your investment.

Your home could deliver you a tax-free windfall.

Selling your home is a valuable opportunity for wealth and profit. Unlike other financial investments, your principal place of residence is free from capital gains tax and stamp duty. Therefore, a chance of a tax-free gain is rare.

Selling is a one-off opportunity for profit.

Selling your home presents a unique opportunity to make a good deal of money. Typically every dollar your home sells for over the perceived market value is worth two dollars of your hard-earned labour.

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Selecting the right builder is a crucial element to reinventing your space.







Clean and tidy homes sell better.

If you do the work for a potential buyer and your property is clean, crisp, complete and:

- Is well maintained and freshly painted;
- Has manicured lawns and the gutters and downpipes are free from rust and holes; and
- Has eaves that are spotless and fresh

This could have a significant impact at sale time. You have the potential to earn significantly more than you expect. Everyone is so busy, potential buyers are often prepared to pay for a neatly presented home.

A home that doesn't require work is more attractive.

Maintaining and preparing your home for profit is a successful strategy for everyone involved.

Often incoming purchasers are stretched to their limit and would not qualify for a renovation loan. This is the reason why people will pay more for a finished, neat and well-maintained property.

A bank will loan on a property's actual current value. A bank does not favour lending on unfinished or damaged properties. However, if the property has a clean bill of health, the new purchaser is effectively getting a renovation loan on a product with no risk.



Your plan of action

Think like a purchaser

The golden rule of thumb is: if something needs to be repaired, fix it. Walk through and be picky – try and see what a potential purchaser will see, not what you have overlooked for years.

Buyers will mentally add up their perceived costs of repairing all those minor flaws and end up with an amount that is generally much higher than your actual costs will be. You may believe the repairs are insignificant, however the buyer may question the maintenance and upkeep of the rest of the property.

Necessary, non-critical minor repairs and perceived owner neglect will either lower the price or lengthen the time taken to sell.

Look at the colour palette throughout your home. If you have used striking, bold colours, it might be time to neutralise them. Your objective is to make your home appeal to the largest possible segment of the market. The market is always driven by buyer demand and a buyer find it hard to look beyond bright carpeting and bold wallpapers.

Styling Checklist

General

- Remove all unnecessary furniture to create an impression of space
- Clear all surfaces and floor space of clutter
- Ensure all lights and lamps are working
- Ensure all doors are accessible
- Put your car out the front prior to photography or open homes to ensure no obstructions for images & extra space for potential buyers
- Remove pets, pet beds and bowls

Front & Backyard

- Remove vehicles from driveways and carports
- Mow lawns, trim hedges and trees
- Sweep courtyards and entertaining areas
- Put wheelie bins out of sight
- Remove hoses, brooms, mops, etc
- Remove bikes and toys
- Ensure pool is clean and remove cover, hoses and cleaner (creepy crawly)
- Remove BBQ covers
- Clean and dress outdoor furniture with cushions
- Ensure that all external lighting, including garden and pool lights are working and on

Bedroom

- Ensure bedside tables are clutter free and lamps are on
- Remove any objects from underneath and beside the bed
- Make beds with neutral solid colours, complement with cushions
- Pillows to be full and fluffy

Lounge, Living, Study

- Remove remote controls & newspapers
- Arrange books, DVDs and CDs in an orderly fashion
- Remove Playstation, Xbox, etc and associated leads
- Remove all clutter from coffee tables
- Remove pedestal fans
- Clean open fireplaces
- Pillows to be full and fluffy
- Ensure curtains are clean and straight

Kitchen

- Remove clutter from bench tops and shelves
- Keep kitchen appliances to a minimum
- Ensure range hood light is working
- Remove all magnets and papers from fridge door
- Fresh flowers and fruit are always welcome on the bench for colour
- Remove dishcloths, washing detergent, dish rack, plugs, etc
- Remove bins & any floor mats

Bathroom

- Remove all personal items including toothbrushes, hair products, etc from benches, baths & showers
- Remove bins and any bath mats
- Hang fresh towels neatly on rack



Notes and Contacts

Getting your home ready for sale can sometimes require the help of specific trades. If you don't know of anyone who you could use feel free to contact the Reed & Co. Team and we will pass on our recommendations of people we love working with.

When it comes time to market your property, there are no shortcuts to obtaining a great price.

A lot of preparation has to be undertaken to make sure your property hooks and pulls a potential buyer in. When a buyer sees your property online or in person, she or he must think, "that's the one."

Photographs of your property are one of the main ways to draw in a buyer. They matter because they are the first point of contact that a buyer has with your property. Therefore, it is essential that you present your property in the best possible way. Excellent

presentation and high-quality photographs seduce a buyer into a home.

Preparing your home for photography or video go hand-in-hand. If you're preparing a property for photos, that's exactly the way it should appear for each and every open home, for each and every buyer inspection, and throughout the marketing campaign.

Steps to prepare

1. Declutter and clean

A pristine, sparkling clean home says, "I care about this home. I've looked after it." So the person who purchases this home is going to benefit from the love, care, and attention you've given the home during your ownership.

2. Think about who you are appealing to

Think about who you think will want to buy the home and make the surroundings appeal to that potential buyer. Market the home to suit the purchaser. Think about your buyer and the atmosphere you're trying to create.

3. The front of the home must create a strong first impression

Most buyers, particularly women, make up their mind between getting out of the car and about 30 seconds after walking through the front door. What buyers see in the photographs on the web have to match with what they see when they get out of the car. You have to make the impact.

Photos should focus on the strengths and minimise any potential weaknesses.

Make sure the front yard is clean. Lawns should be manicured and lush. Hedges and edges must be trimmed, neat and tidy. Clear out the cobwebs, get rid of peeling paint and grime. Sugar soap or wash the gutters, eaves, fascias, weather-boards and Colorbond roofs. The front of the house must be pristine

With tiled roofs ascertain whether it is actually worth the investment of getting it refinished and resprayed. Generally in most cases, it's not going to be too obvious in photos but it may become an issue through a sales negotiation.

Declutter the verandah. Make sure nothing is on there that doesn't actually belong there. Paint the door jambs in a high gloss.

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4. Present the home to suit the purchaser

Once inside the home, minimise the amount of furniture in the rooms and utilise the furniture that's going to make an impact. You want to create a scenario that will stimulate the kind of emotions that you're targeting in your buyer.

For example, if you are marketing a home to a family, keep the chalkboard and some posters in a child's bedroom because you want to create that family ambience.

5. Kitchen

Declutter! A fridge should not be noticeable – it should be white, silver, or neutral. Remove all personal items – the pen-stands, the sunglasses, the phone chargers. Add a few touches, depending on who you are appealing to. Add a fruit bowl or fresh flowers or a plant. Think about your buyer and the atmosphere you're trying to create. Clean, clean, clean that stainless steel, give it a good scrub-down. All the surfaces should be gleaming.

Remove the personal touches, whether it's kids' report cards or the magnetic stickers from the fridge. Remove the tea towels, remove the pet bowls, and remove the rubbish bin.





6. Lounge room

If you have any kind of view from your lounge room over the backyard, the beaches, or the hills – maximise it. Clean the windows and be careful about window treatments. Remove lace curtains as they date the home and minimise what the photographer can do to show the views. Photographers will lift those blinds up, pull back the verticals, so the backyard, the views, the deck, and the outside entertaining areas can be seen.

7. Bathroom

The bathroom is one of the greatest challenges, because the bathroom is always a work in progress, particularly for family homes. This is one room that should be cleaned by professionals.

Bathrooms need to feel absolutely germ-free; they need to be almost clinical. You want to be able to see through the shower glass so that it doesn't impact upon the atmosphere you're creating for the rest of the bathroom – it has to be absolutely translucent.

Polish the mirror. Make sure that any cobwebs or the dust, for instance on the exhaust fan, has been removed. Any chrome items must be given a good polish.

Bathrooms are also challenging because there are so many bright, shiny reflective surfaces. The quality of the photographer is revealed with shots of the bathroom. Any failure to catch every scrap of grime or dirt or streak will show up in a photo.

Decluttering is most important in the bathroom. In such a small space, any clutter is going to be far more obvious. Take the toilet roll off the hanger. Take out the toothbrushes and any other personal items that may detract.



8. Bedrooms

Declutter and clean and turn on the bedside lights as they create a beautiful glow. Make beds with neutral solid colours, complement with cushions. Assess the view out of the bedroom windows - if it's not a particularly attractive view, take the focus away from the window with a nice big painting, photo or something else that will draw the attention away. If you want to focus the attention on a hill view or a beach view, or just a nice outlook, take away any objects that will distract the eye from the window.

Polish the mirrors. Make sure that any cobwebs or the dust, for instance on the exhaust fan, has been removed. Any chrome items must be given a good polish

9. Entertainment areas

With these areas, try and create a certain ambiance that will appeal to your buyer. Think about the atmosphere you're trying to create. Whether it's the deck, the verandah, a balcony, how does it integrate with the rest of the atmosphere you're trying to sell? For example, if it's a waterfront home, you want to be able to show a balcony set up with a barbecue and chairs so that people can imagine themselves using it with friends on a summer evening.

10. The pool

Make sure you give some attention to the pool – it's got to be sparkling before it is photographed and when the house goes on the market. Make sure all pool accessories – the empty chlorine bottles, the chemical containers, the pool cleaners, the brooms, the kids'



boogie boards and the flotation rings are all packed away. Make sure it remains like that for the rest of the marketing campaign.

11. Keep the lights on

Lights are essential - even in the daytime, you're always going to be shooting with lights on. Most professional photographers are going to create an ambiance somewhere between using their flash equipment and utilising the available sunlight as well as the lights.

12. Replace all the faulty globes

Make sure they're fresh, and if the property is vacant make sure the electricity is still connected.

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Marketing Preparation Checklist

If you want the images of your home to have the greatest impact, a few simple preparation guidelines apply. This photography checklist will help get your property 'magazine ready'.

General and Lighting

- Remove all unnecessary furniture to create an impression of space
- Clear all surfaces and floor space of clutter
- Ensure all interior lights and lamps are working
- Replace broken downlights/pendant globes
- Ensure all doors are accessible
- Put your own car out front to block anyone from parking there
- Remove pets, pet beds and bowls

Front Yard & Backyard

- Remove vehicles from driveways and carports
- Mow lawns, trim hedges and trees
- Sweep courtyards and entertaining areas
- Put wheelie bins out of sight
- Remove hoses, brooms, mops, etc
- Remove bikes and toys
- Ensure pool is clean and remove cover, hoses and cleaner (creepy crawly)
- Remove BBQ covers
- Clean and dress outdoor furniture with cushions
- Ensure that all external lighting, including garden and pool lights are working and on

Lounge, Living & Study

- Remove remote controls & newspapers
- Arrange books in an orderly fashion
- Remove DVDs and CDs
- Remove Playstation, Xbox, etc and associated leads
- Remove all clutter from coffee tables
- Remove pedestal fans
- Clean open fireplaces
- Pillows to be full and fluffy, sometimes less is more with pillows, be selective
- Ensure curtains are clean and straight

Kitchen

- Remove clutter from bench tops and shelves
- Keep kitchen appliances to a minimum
- Ensure range hood light is working
- Remove all magnets and papers from fridge door
- Fresh flowers and fruit are always a nice touch
- Remove dishcloths, washing detergent, dish rack, plugs, etc
- Remove bins & any floor mats

Bedroom

- Ensure bedside tables are clutter free and lamps are on
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- Remove all personal items including toothbrushes, hair products, etc from benches, baths & showers
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