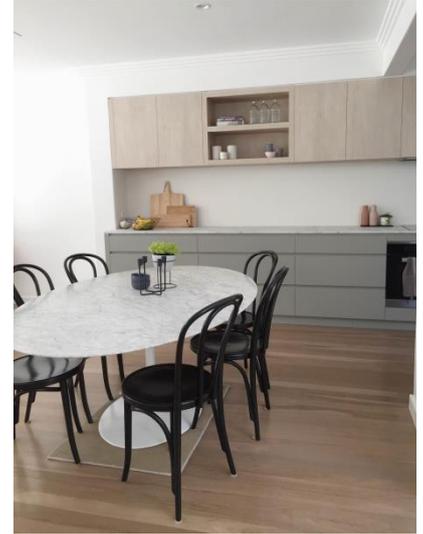


PRE-SALE CHECKLIST



PRE-SALE CHECKLIST

To help you get your home market ready we've put together a comprehensive pre-sale checklist that we recommend all vendors work through prior to listing their property. Before you start working through the checklist below we have a few suggestions:

1. You need to try and emotionally detach from your home and start looking at it in the way potential buyers will. This may be hard if this has been your home for many years but it's an important step in helping you to see your property objectively.
2. The checklist below could seem like a lot of work but a well-maintained home that looks like it is loved and well cared for will always sell faster and for more money.
3. What you are selling is a lifestyle not a property. You want to create genuine excitement and emotional attachment in potential buyers as this will make them pay more for your property. This is where the investment in property styling is vitally important. You can read more about the importance of property styling in today's market after the checklist.
4. We offer a unique service to people selling their home. Instead of paying thousands to have a stylist 'rent' you their furniture for your sale period, we can help you declutter and purchase new pieces (for often less money!) that you can then take and enjoy in your new home. See below for details.

AREA	ITEM	ACTION	COMPLETED?
Outside	Lawns and gardens	+ Mow and weed. Fill in bare lawn with grass seed (making sure you match the lawn variety!). Keep tidy throughout campaign.	
	Letterbox	+ Clean, replace or repaint if necessary	
	Front door	+ Clean. Consider repainting (we can advise on colour if necessary). First impressions really count.	
	Windows and fly screens	+ Have them professionally cleaned.	
	Gutters	+ Clear out.	
	Rubbish bins	+ Make sure they have a dedicated space (preferably out of sight as people walk in). + Give them a good clean and hose	
	Pool	+ Clean, vacuum and replace filters if necessary	
	Plants	+ Trim back any that are overgrown, remove and replant any that are unsightly	
	Toys	+ Tidy away any toys or kids play equipment	
	Garden equipment	+ Pack away any tools, roll up the garden hose.	
	Outdoor furniture	+ If you're keeping this for sale make sure it's clean. Consider having outdoors styled.	
	Garage	+ Tidy and declutter. Get a skip if necessary and remove all those old things you've been storing in there. Donate what is still in good condition. Host a garage sale or call the Council and get them to remove anything you don't want. The important thing is to make sure all the junk and clutter is gone. Make sure you can see that a car will fit inside. + Consider repainting the floor with concrete floor paint, it will be a quick and inexpensive job and make a huge impression. + Make sure garage door works well and is clean.	

Inside	Declutter entire property	+ Remove the majority of personal items such as books, knick knacks, accessories and family photos. Buyers want to picture themselves living there and personal items are a distraction. + Remove anything you won't need for the next few months and put in the basement/attic or send it to storage. We can help arrange this if necessary.	
	Walls	+ Clean with sugar soap (including light switches) + Fill any gaps or cosmetic cracks and repaint + If paintwork is old consider having the house re-painted in neutral colours. We can advise on a colour scheme if you need. + Paint any bright feature walls to a neutral colour	
	Light globes	+ Replace any blown globes. + Consider replacing any dated lighting fixtures	
	Carpets	+ Steam clean + Vacuum before all open for inspections	
	Cupboards (e.g. built ins or kitchen cupboards)	+ De-clutter, dust and organise (I'm afraid people DO look in your cupboards!)	
	Windows	+ Clean sills and shutters/blinds + Fix or replace any broken or dated window dressings + Dry clean any curtains	
	Surfaces	+ Wipe down and dust all surfaces including skirting boards	
	Minor repairs	+ Fix any minor repairs you've been putting off – patching, painting, doors that don't close, taps that drip. We can recommend trades if necessary.	
	Furniture and personal belongings	+ If you are having the property styled ensure you have organised for removal and storage of any furniture and belongings that will not be required. We can help arrange this for you if necessary.	
	Fireplaces	+ If you have any make sure they are clean	
	Smells	+ Ask friends or relatives if your house smells pleasant. You would be surprised what smells you get used to, particularly if you have pets. + Air the house out well before open inspections.	
Bathrooms	Personal objects	+ Remove all personal objects. Take an opportunity to throw away any make up or old cosmetics you don't use. Pack away as much as you can in cupboards (neatly). + For those things you need to use daily buy an inexpensive washing basket and put these in each time you have an open house and take the washing basket with you.	
	Towels	+ Buy new towels and only use these for open houses. You can take them with you to your new house! Alternatively we will bring our modern towel packs as part of our styling package. These really lift even the most dated of bathrooms.	
	Mirrors and shower screens	+ Clean and remove soap scum	
	General	+ Clean all mould and mildew with mould kill. Make sure you do this many days in advance of open houses and air the room out well so buyers don't smell bleach	
Kitchen and Laundry	Benches	+ Deep clean with a sourer including under appliances (e.g. crumbs under toaster)	
	Appliances	+ Pack away small appliances and create clutter free bench top ready for styling	
	Sink	+ Use a sourer to deep clean sinks, drain holes and taps	
	Repairs	+ Fix any leaking taps + Consider updating cupboard handles if you have an old kitchen. This will help modernise it for very little money (try IKEA they have great options).	
	Splashbacks	+ Make sure these sparkle. Re-grout any tiling that has discoloured or use grout whitener, available at hardware stores.	
	Oven	+ Consider having this professional cleaned. It costs a few hundred dollars and many buyers will open it! We can recommend a company that does this.	

RECOMMENDATIONS SPECIFIC TO YOUR PROPERTY

Please use the table below to add any other items you need to complete, specific to your home.

ROOM	ITEM	ACTION	COMPLETED?

PROPERTY STYLING IN TODAY'S REAL ESTATE MARKET

In today's competitive real estate market the way a property is presented is critical to generating buyer interest and excitement. A warm, contemporary and inviting home that has been styled to show off lifestyle and generate emotion in potential buyers will sell faster and often for more money than its empty or non-styled counterpart. Buyer expectations are high and their understanding of design is increasing due to the rise of design influences such as magazines, websites and reality television shows like "The Block".

Here are some key reasons why property styling is so important in today's real estate market:

- + Buyers are looking for somewhere to call home and a lifestyle they can enjoy. Styling makes it easy for buyers to visualise themselves living in your property. Most buyers lack the imagination to see through clutter or mismatched furniture.
- + Styling makes your property stand out from the crowd and be memorable to buyers.
- + Buyers will make their mind up about a property within the first few minutes of coming inside. It's important to create a warm and welcoming feeling.
- + Styling will make your property photograph better which in turn makes it more attractive on real estate websites. Styled properties will attract more buyers to visit your property in person.

TIME TO GET STARTED!

You've made a decision to move on from your property and we hope this check list will be helpful and take some of the stress out the process for you. Please feel free to get in contact if you need more advice or support in preparing your home for sale. We offer design consultations or more extensive support if required. Contact me for more information.

Good luck!

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