

Realmark[®]



“The Art Of Presenting Your
Property For Sale Or Lease.”



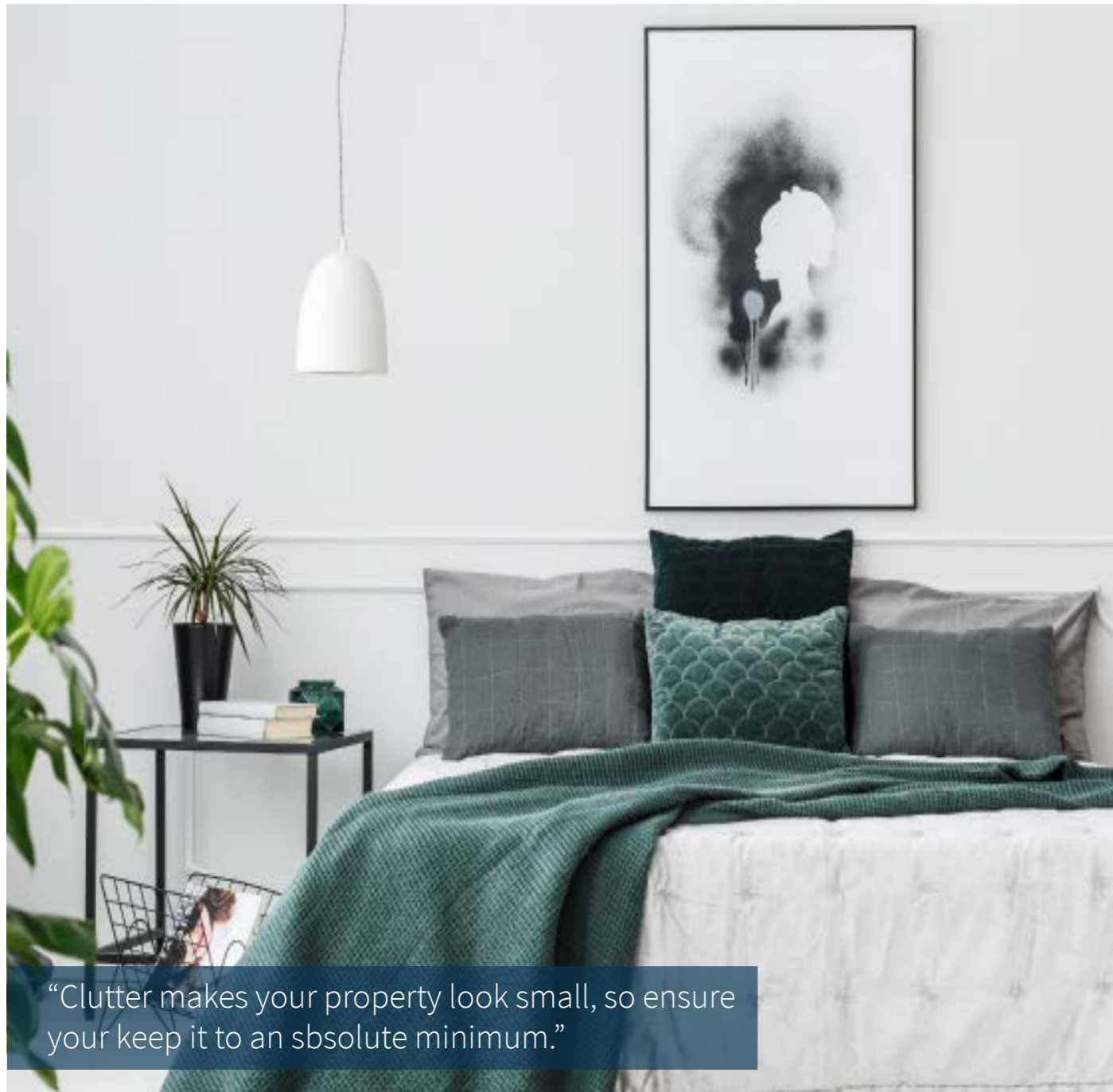
“Staging and styling increases engagement”

It's time to prepare your property for sale or lease, and the property experts at Realmark have compiled a list of helpful and easy ways to revamp your property, for maximum impact on the market.

Getting your property ready for market doesn't have to be as daunting as you may think. In fact, all it takes is a few simple measures to receive positive positioning from the market. Realmark has acquired some expert advice from local home and garden design specialists to reveal the best ways to get your abode

looking magazine cover ready for your next inspection. Look at your exterior and focus on its street appeal; learn ways to de-personalise and de-clutter; discover how to use the seasons to your advantage; and get tips for adding visual appeal inside and out to attract a broad market. It's all here to make selling or letting your property a breeze.

Realmark have been helping West Australians make their best move since 1989. Delivering property solutions for residential, commercial and strata properties. Our dedicated team members across Western Australia are on hand to ensure you achieve your property aspirations.



“Clutter makes your property look small, so ensure your keep it to an absolute minimum.”

De-personalise and De-clutter

One of the most important concepts to consider when creating a visually stimulating property is that ‘less is more’. When a possible buyer or tenant walks into your property, they are looking around and imagining how it would look if they were living in it. It is important for your property to look like a blank canvas which they can put their

stamp on. *It is vital that buyers and tenants can step through your front door and automatically feel at home in the property. That can be done simply by just boxing up all your personal items and replace them with chic, neutral pieces, such as lamps, vases, artwork and bowls. Clutter also makes a property look small, so ensure you keep*

it to an absolute minimum. Kitchen benchtops, bathroom vanities, floors...ensure that all of the surfaces are clear, and they’ll scream ‘spacious’.



External Appeal

The front of your property provides the first impression, and first impressions last, so a well maintained entrance to the property is essential to creating an environment that lures people in. Focus on areas of the facade that appear neglected: clean doors and windows, ensure there aren’t any cobwebs, and fix anything that’s damaged. Lawns should be mowed and free of leaves, and overgrown bushes pruned and tidied, with fresh mulch or wood chips added to renew the garden bed. The back garden is a private sanctuary, and should be an extension of the home. Clear away garden tools, hoses, pool toys and general outdoor clutter.

“Focus in areas that appear neglected: clean doors and windows, ensure there are no cobwebs, and fix anything damaged.”

A quick design solution for both minimal and large gardens is to line garden beds with plants to add definition and texture. This will also create much needed structure in an overgrown space that craves attention.



Seasonal Appeal

Whether its autumn, winter, spring or summer, the season can have a huge effect on your property's selling or leasing power. Showing potential buyers how the place can be easily styled, no matter the time of year, will boost your chances of a sale or lease.

Some simple steps can make your property season-friendly.

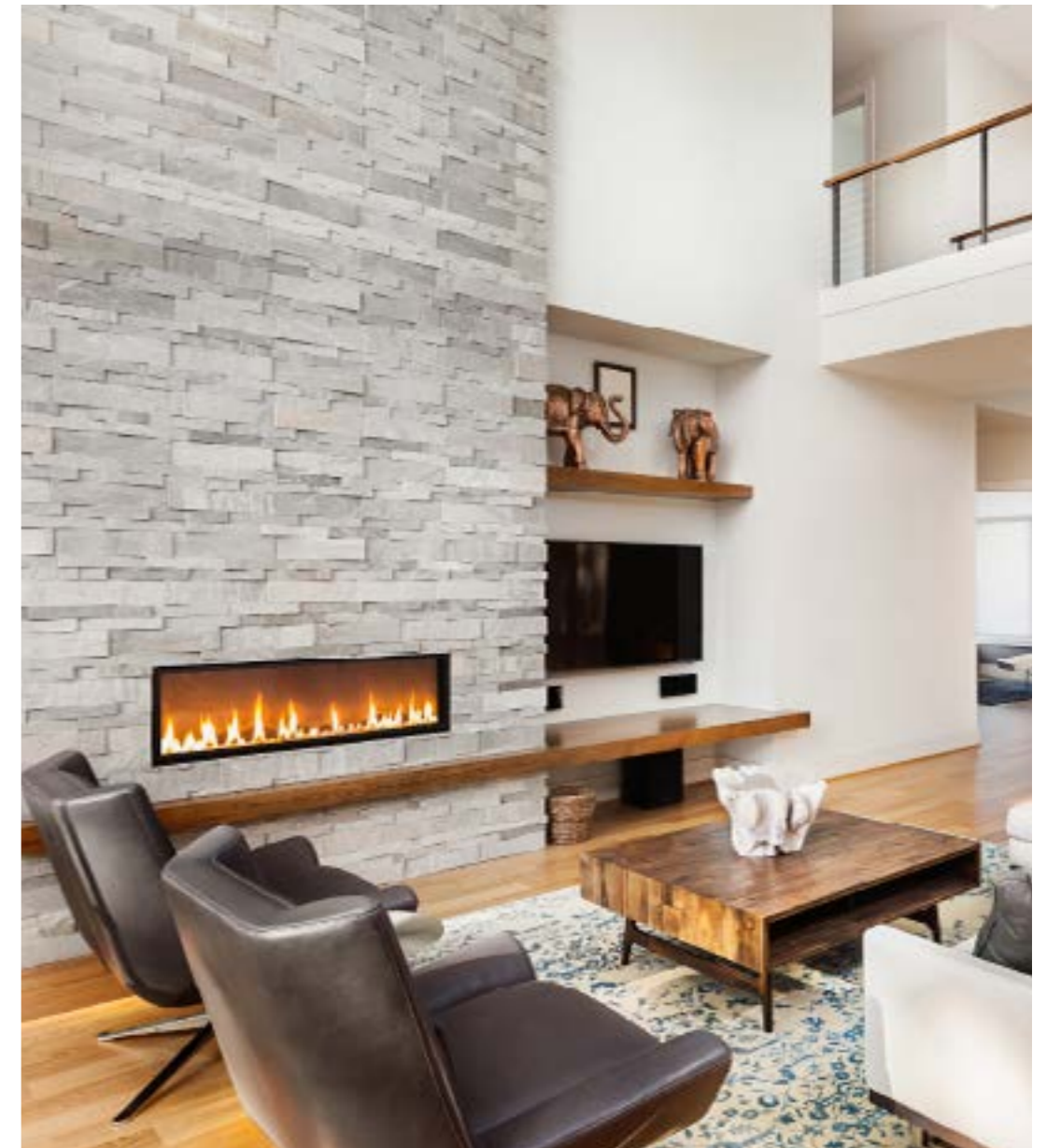
For the warmer months, try opening blinds, doors and shutters, to allow natural light and air into the property. This will brighten and freshen up the space. Create easy access to the outdoors by clearing walkways and entrances, and include a nice alfresco sitting garden, on decking, or on the porch. Displaying livability outside the confines of the property's walls will lure in entertainers and barbecue lovers.

“The more a place can adapt to the seasons, the more liveable it will be.”

Put emphasis on warmth in winter. Make sure each room is well lit, and styled with lamps, blankets, throws and cushions. If you have a fireplace, use it.

You're aiming to create a cozy, homely feel, which will have people wanting to snuggle up and stay.

Spring is all about flowers, so invest in a few floral arrangements for the main areas.



Visual Appeal

Creating visual appeal can be as easy as painting a wall or adding colour with furniture. Pick a style you want to reflect - chic or classic, exotic or beachy - then choose colour combination to match.

For a pared back, raw style, use soft, neutral tones on ceilings and walls, with a simple material palette of timbers, slate and marble for design longevity.

A minimal style can be achieved with clean white walls, and block white and black furnishings that are smooth and tactile. This can make a space appear larger, so is great for smaller properties.

Want WOW factor? Go for colour...

Paint walls in pinks, greens or blues, and use bold furnishings and touches of

white as so not to overstimulate the senses. Just remember - colours, especially as statement walls, can date a property.

Statement furniture also sets visual appeal. and is great in cushions, throws and even a couch. Dark walls accented with metallic statement pieces evoke luxury, and can be great for bespoke properties.

For a contemporary feel, try wallpaper - prints range from rustic bricks and faux timbers, to forests.

Before your make any decision, ask yourself; will your style appeal to a large market; will it fit the style and architecture of the property; and can you picture others living in it?





Is your property market ready?

“Create an environment that is inspirational, emphasises the property’s highpoints, and encourages the potential buyer or tenant to explore the property.”

Your best move.®