Preparing Your Home for sale

Comprehensive property presentation advice for your inspection day

to help you present your home in its best possible light. To increase buyer interest and maximise the potential for a higher sale price. Use these guidelines to fully expose the best features of your home to the buying public.
First Impressions are Lasting

Obtaining the best price for your property is not only in YOUR interest but also OURS!
Taking a little time to prepare your home for sale can make a significant difference to your sale price.
You know as well as we do that the best way to market a property is to fully expose the best features of the home to the buying public. When sellers put their property on the market it is often time for a spruce-up.

From the Street  
Boost Your Sale Price

Your first step is to walk outside. How does the outside of your home present?

The Test
If a buyer drives by will they stop to take a second look?

Check the roof and guttering, prepare your garden so that it will flourish in time for the first open home.

- Prune any overhanging shrubbery from paths and driveways
- Make sure all shrubs and trees are trimmed
- Clean or paint gutters, fascia and down pipes
- Have the mailbox straight and in good order
- If your driveway is unsealed, spread a new layer of gravel (if viable)
- Fill any holes and clean off oil stains in the driveway
- Wash or paint front door
- Ensure the doorbell is working and/or shine the door knocker. Clean the front door step
- Clean windows inside and out
- Repaint any peeled paint, especially on windows
- Repair any broken windows/flyscreens, and ensure all open and close easily
- Mow the lawns and remove weeds
- Lay fresh mulch in garden beds
- Wash all external house walls

- Straighten and repair all fences
- Plan any plant colour displays with annuals or shrubs to coincide with your sale
- Water the gardens and lawns a couple of hours prior to open homes
- A new coat of paint here and there can really make a difference to your sale price

Garden and Grounds
When it comes to preparing a property for sale, the gardens and grounds are usually considered at the last minute and only given cursory attention. But it should be remembered that first impressions are most important.

The garden and surrounds are the first sight most prospective buyers will have of the property, and the garden can often set the tone of an inspection… so better make it a good one.

A well presented garden should be part of the overall plan for the sale of a property.

PMM Real Estate
1a Bligh Street, Rosny Park (opposite Eastlands)
03 6244 5588 sales@pmmrealestate.com.au
www.pmmrealestate.com.au
The Simple Art of Presentation

Accentuate the positives... Eliminate the negatives

First impressions are critical in decision making situations, especially when buying residential real estate. Studies have shown that potential purchasers have subconsciously reached their decision about a property within minutes of their first exposure.

Bearing this in mind, it is essential that the vendor presents the property in the best possible light so that it will stand out from other competing properties, thereby attracting more purchaser interest which could eventually result in greater buyer competition and a higher sale price.

Purchasing a home is a lifestyle decision, therefore vendors should endeavour to appeal to the senses of prospective buyers by creating a warm and welcoming environment, ensuring purchasers feel comfortable, encouraging them to spend more time inspecting and establishing empathy with the home.

Having prepared hundreds of homes for sale, we have established that the following recommendations generally assist to achieve an inviting atmosphere.

Renovate or Not?

Major renovations or alterations may be unnecessary, so please consult your PMM Sales Agent before undergoing any major work.

Your aim should be to increase sales appeal as much as possible, with the least amount of expense.

There are many small ways of improving the overall presentation of your property that will increase favour in the eyes of the buyer.

The Home Interior

As buyers become more discerning, the need for a comprehensive interior presentation is becoming more and more important. Selling property is very competitive and a professional interior presentation may mean the difference between a sale and no sale or a great result and an average one.

Remember, it’s the little things that count. Never apologise for the appearance of your home. Your worry may be no concern to the prospective purchaser.

Freshness, neatness and good working order are the main keys for maximising sales appeal. It is useful to look at your property from the perspective of a potential buyer.

Depersonalise and De-clutter

Buyers will be trying to envisage themselves living in the homes they inspect and it’s hard for them to do that when faced with sellers personal items.
Inside Your Home

Clean houses make a tidy sum. You need to remember that once your home is on the market you are living in a showroom. Ensure it is always immaculately clean for open homes. One unmade bed can unmake the sale.

Your home’s two best selling points - the kitchen and bathroom - are the two rooms that buyers look at the closest - ensure they look their best.

- Make sure the prospective buyers will have easy access to the entry of your home
- Remove all bills etc from the fridge door
- Clean exhaust fans, vents and range hood
- Keep curtains and blinds open for maximum light
- Make home buyers’ faces light up - natural light is best, so open curtains to let in the light and view
- Replace silicon that is showing mould or dirt
- Repair cracks in plaster and repaint if necessary
- Tighten loose door knobs and oil hinges
- De-clutter your home, create room by storing away excess furniture
- Arrange furniture to give a better feeling of space and easy traffic flow from room to room
- Keep dirty washing out of sight
- Shampoo carpet if necessary
- Make sure all lights are working
- Wash walls and clean blinds
- Where there are bare globes install light fittings
- Remove dust, flies, moths from light fittings
- Have the kitchen clean and smelling fresh, no dishes on the sink
- Clear or organise clutter in cupboards
- Keep the stove sparkling and degrease the oven
- Keep bathrooms spotless, with fresh soap and neatly hung towels
- Touch up or repaint skirting boards, architraves and door frames
- Ensure all bathroom tiles are shining
- Repair dripping taps and ‘running’ toilets
- Clean fireplace or wood heater
- Open windows so fresh air can flow into the home
- Remove posters and photos to create a feeling of spaciousness
- Place pot plants in strategic spots, space permitting

Aromas

Cigarette smoke, pet and food smells and other unpleasant odours can destroy the chance of a sale. They stay in the Buyer’s memory well after the inspection.

A wide range of air fresheners are available to freshen up the interior of your home.

Kitchens are Important

This is the focal area of a home for many families. Bright, neat and tidy kitchens can whet the appetite.

Polish taps and clean appliances. Keep the bench space free of clutter to emphasise space.

Remember the Bathroom

Bright, clean bathrooms can enhance the saleability of many homes.

Clean mirrors and co-ordinate towels and mats.

Cleaning

Make sure everything sparkles and shines.

Give a very thorough spring clean throughout your property
Inspection and Open Home Days

A home that shows well sells quickly!
First impressions are critical in decision making situations, especially when buying residential real estate. Studies have shown that potential purchasers have subconsciously reached their decision about a property within minutes of their first exposure. Bearing this in mind, it is essential that the vendor presents the property in the best possible light so that it stands out from other available properties, thereby attracting more purchaser interest which could eventually result in greater buyer competition and a higher sale price.

Inspection Day
You should not be present during inspections. Leave the inspection to our trained PMM professionals. When the owners are present during an inspection the buyer feels like an intruder and is anxious to move on.

• Take the dog for a walk – pets may inhibit buyers, so when you have open house ensure carpets and furnishings are free of pet hair and take your pets for a walk while buyers inspect your home

• Try to brighten dull rooms with colourful accessories

• Set the scene. Make sure the TV and radio are turned off

• Buyers will be trying to envisage themselves living in the homes they inspect and it’s hard for them to do that when faced with the sellers personal items. Try to depersonalise your home as much as possible.

• Get rid of clutter. Box up items you can live without

• Try to maintain comfortable room temperatures throughout the home

• Have soft music playing and the fresh smell of coffee and scones or room fresheners

• Open doors and windows and try to keep fresh flowers in the house during inspection times

• Reduce house clutter and wherever possible, maximise natural light

• Open curtains and let in as much light as possible

You should not be present during inspections.
Do not lose your own sale

Please note: You don’t need to clean your home to a ‘Show Home State’ each day in case of an inspection, because at PMM Real Estate, all inspections can be undertaken:

• With 24 hours notice to allow for preparation
• Planned weekend Open Homes only

Try to relax and continue your normal lifestyle while the selling process is being conducted.

Replace any items not included in the sale (chattels). If you intend to replace the nursery curtains or take the chandelier, do it now.

Sales can be lost because the buyer and seller get into an argument over inclusions. If items are not to be included in the sale, replace them before the property is shown, this saves unnecessary hassles later.
Moving Checklist

A checklist of things you may need to consider once your contract of sale is unconditional. **SOLD**

Don’t panic, careful planning will ensure everything proceeds smoothly. Set a firm date for moving.

Don’t forget to book your removalist and feel free to call us if you have any problems we may be able to assist with.

**Notify Change of Address to:**
- Bank or Credit Union
- Centrelink
- Sports clubs
- Insurance company (house, car, life)
- Doctor, dentist, Physio, chiropractor etc
- Car registration and drivers licence
- Electoral office
- Financial Advisor, Solicitor
- Employers
- Schools
- Health fund
- Children’s activities (scouts, sport etc.)
- Magazine subscriptions

- Select a removalist suitable for your needs
- Check the larger appliances and furniture pieces will fit in your new home and make a list of items you will not take (if selling, advertise for sale)
- Advise friends and relatives of your move
- Begin collecting large, sturdy boxes for any items you wish to pack yourself

**Inform the Following:**
- Electricity supplier (off at old address, on at new)
- Taswater (off at old address, on at new)
- Gas company (off at old address, on at new)
- Internet provider (off at old address, on at new)
- Have local post office redirect mail (fees apply)