

# HOME

buxton

PRE-SELLING PRESENTATION TIPS

## HANDY HINTS

to help maximise  
the sale potential  
of your property.

ATMOSPHERE  
& *ambience*

**PRESENTATION  
IS EVERYTHING**

Tips to create  
**STYLE & SPACE**



Make your home an attractive prospect - **OUR 33 POINT CHECKLIST**

# CREATING WEALTH

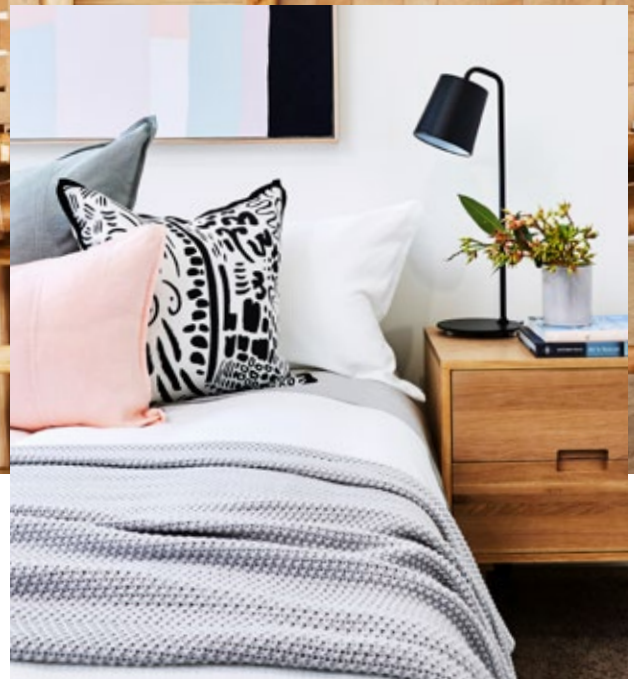
*INVESTING SOME OF YOUR TIME, EFFORT AND MONEY ON WELL-CONSIDERED PROPERTY PREPARATION WILL IMPROVE THE TAX-FREE PROFIT POTENTIAL OF YOUR HOME.*



**S**elling your family home presents an outstanding wealth creation opportunity.

That's because unlike many other investments, if the home you own and live in is your principal place of residence, it attracts no stamp-duty or capital gains tax when you sell – giving you the rare opportunity to enjoy a substantial tax-free windfall. Investing some of your time, effort and money on well-considered property preparation will improve the potential of your home.

Any extra money generated by selling your home above your reserve – due to excellent presentation – is tax-free profit, that if



earned though conventional employment for example, could potentially be taxed at around 50 per cent.

So when it's time to sell, it's important to do all you can to ensure your home looks its very best, and you will reap the rewards by maximising its sale potential.



# Presentation is everything

*When a homebuyer decides they really want to own your property, they'll usually do everything they can to get it, from bidding higher at auction to raising their offer during a negotiation.*

*That's why property presentation is so important.*

**I**n a competitive property market, how your home is presented in marketing photographs and inspections can be the single most important factor in making your home stand out from the rest.

This quick guide distils the best property presentation advice from leading Buxton sales experts, offering practical ideas to ensure your home wins the hearts of buyers, so that you achieve the maximum possible sale price.



## *Atmosphere and ambience*

Great property presentation creates an inviting atmosphere that inspires buyers to imagine living there.

Little touches, like vases of fresh flowers, soft classical music, the subtle aroma of an oil burner, or the crackle of an open fire in winter can instill a welcoming ambience.

Doing all you can to improve your home's sense of style, space and light will enhance the 'buyer appeal' that typically underpins every outstanding property sale.

Here are some tips on how to do it...

## *Creating space*

To make your home feel as spacious as possible, we recommend de-cluttering the entire house, inside and out – including cupboards and storage spaces. If you need, hire a storage unit or borrow a friend's garage to set aside boxes of bric-a-brac and bulky furniture.

Trimming the garden and opening all the blinds and curtains will bring in natural light and a sense of space, while the placement of smaller beds in bedrooms, and the clever use of large mirrors can also make rooms feel a lot 'roomier'.

## *Clean and tidy*

Whether you decide to appoint professionals or do it yourself, it is vital that the interior and exterior of your home are thoroughly clean and tidy prior to your first open-for-inspection. Inside, pay special attention to the kitchen and bathrooms, and be sure to eliminate the cooking, smoke or pet odours that can be a real turn-off for buyers. Outside, be sure that your lawns and gardens are neat and trimmed.

## *Preparing for sale*

While we don't suggest embarking on a major renovation prior to your sale, often some small improvements can make a big difference to your sale price. Be sure to attend to any maintenance issues such as dripping taps, wall cracks, missing fence palings, faulty light bulbs, rusty gutters, and squeaky doors and drawers. A quick coat of paint in a light, neutral colour can work wonders, as can mulching the garden and planting some 'potted colour'.

## *Open-for-inspections*

A schedule of open-for-inspections minimises disruption to your day-to-day life, and gives you an opportunity to prepare and present your property at its best. Scheduled open-for-inspection times also give buyers the opportunity to plan ahead and blend in with other buyers, so they can relax and take their time looking through your home. To ensure your property is well prepared for each 'open', we recommend consulting the presentation checklist in this booklet.





### *Private viewings*

In certain circumstances, usually due to limited time availability, some buyers might request a private viewing of your property. In this instance, we will consult with you in advance, so that you have adequate time to prepare. A Buxton representative will always be present during the inspection. For your security, if you happen to be personally approached by a buyer seeking to inspect your property, please ask them to contact your Buxton representative to arrange a viewing.

### *Auction days and open-for-inspections*

On auction and inspection days, take a final look over our *Property Presentation Checklist* and action any appropriate items to make sure your home is at its best. To help create a bustling auction atmosphere, invite along friends and family members. You will have an opportunity to consult with your Buxton representative on auction day, so you'll know what to expect and where they'd like you to be during the auction, so you are out of sight, but close at hand to discuss the progress of the bidding.



## PROPERTY PRESENTATION CHECKLIST

**C**onsult this handy checklist well prior to the day of your property photography, before each open and on auction day to ensure your home is presented in a way that will attract the most buyers and the maximum possible sale price. Not all of the listed items on the list will apply to all homes or every stage of your marketing campaign, however we suggest you refer to it often and action the items that best apply to your property at the time...

### OPEN FOR INSPECTION AND AUCTION DAY CHECKLIST

#### GENERAL AND LIGHTING

- ☐ Turn on lights to enhance the brightness of all spaces
- ☐ If the weather's okay, open some windows a few hours prior to inspections to let in fresh air
- ☐ Have friends mind your pets, and store away any pet bedding and bowls
- ☐ Create a comfortable, even temperature with heating or air conditioning
- ☐ Place any valuables safely away

#### LOUNGE, LIVING AND STUDY

- ☐ Remove any unnecessary clutter, such as photos, ornaments, remote controls, fans, cables and furniture, and arrange any remaining items neatly to maximise tidiness and space
- ☐ Clean thoroughly, including carpets (steam clean if necessary), furniture and windows, and ensure any smoking or pet smells are eliminated
- ☐ Place a vase of fresh flowers in key areas
- ☐ Draw or remove blinds or curtains to bring in natural light and to showcase the garden or any views



#### KITCHEN AND LAUNDRY

- ☐ To minimise clutter, store away any fridge magnets, unnecessary appliances, personal items, clothes, pet bowls, rubbish bins, floor mats, dish racks and dishcloths, etc.
- ☐ Clean thoroughly so that all surfaces, including tiles benches and windows, are gleaming and free of fingerprints
- ☐ Clean inside the oven and cupboards
- ☐ Open or remove any blinds or curtains to maximise natural light and enhance the exterior aspect
- ☐ Consider adding some style touches, such as a vase of cut flowers, pot plants or a bowl of fresh fruit
- ☐ Eliminate any odours – perhaps even consider an oil burner

#### BEDROOMS

- ☐ Declutter by removing any unnecessary items, such as wall posters, mobiles and charging cables, personal items, photos and ornaments
- ☐ Clean thoroughly, including carpets, furniture and windows, and ensure any smoking or pet smells are eliminated
- ☐ Draw or remove blinds or curtains to let in the most possible natural light and showcase the garden or any views
- ☐ Switch on the bedside lights to create a warm atmosphere
- ☐ Ensure all the beds are made, have fresh, stylish linen and complement with cushions
- ☐ Consider replacing large beds with smaller ones to enhance the sense of space in each room

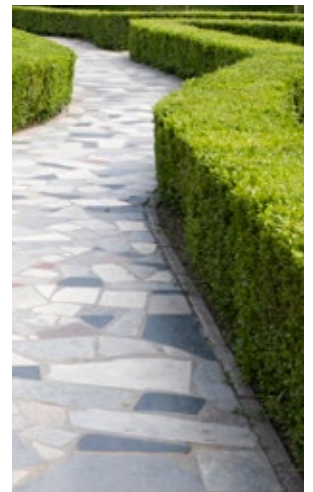
#### BATHROOMS

- ☐ Remove clutter and personal items such as old soap, make-up, shavers, hair products and tooth brushes
- ☐ Store away bathmats and bins
- ☐ Neatly hang fresh, stylish towels
- ☐ Pay special attention to cleaning this room, so it is completely spotless – including toilet, taps, tiles, bath and any glass panels and mirrors
- ☐ Check that the ceiling fan is free of dust and cobwebs



#### EXTERIOR, GARDENS AND ENTERTAINMENT AREAS

- ☐ Make sure garden beds are freshly mulched, and the lawns and shrubs trimmed and neat
- ☐ Showcase your entertainment area with a clean barbecue, large modern pot plants and a freshly oiled deck and furniture
- ☐ Store away any unnecessary items, such as garden tools, hoses and wheelie bins
- ☐ Sweep paths and clean the eaves, fascias and gutters and check the footpath and nature strip for any weeds or rubbish
- ☐ If you have a pool, make sure it's sparkling clean
- ☐ Remove cars and bikes from your driveway
- ☐ Place mats at every external door to help keep floors clean (especially if it's raining)



## Like some help?

We understand that everyone's busy, and not everyone is a property stylist, so if you'd like some help preparing your home for sale, talk to your Buxton representative.

Along with offering specialist advice and expertise, we can put you in touch with our professional network of preferred property presentation experts and stylists, furniture hire companies and

tradespeople, who know how to implement the small changes that can make a big difference to your final sale price.

We hope you find these presentation tips useful, and we look forward to helping you to achieve an outstanding outcome for your property.

*For more information about selling your home, visit [buxton.com.au](https://buxton.com.au)*



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