

TOP TIPS TO

IMPROVE YOUR HOME SALE

AND GET A BETTER PRICE!

Compiled by the Experts

GET THE BEST AGENT

1 Hiring the right Real Estate Agent

To sell your house faster, a good Agent might just be all you need. Make sure you choose one who's not just good at marketing, but is "hungry" to sell your property. If you are selling an investment property, focus on finding an investor friendly agent. This is the easiest step- with free comparison sites like [Agentselect.com.au](https://www.agentselect.com.au)

2 Pressure wash driveway and any decks

You probably haven't noticed just how much dirt has slowly accumulated on your driveway and deck over the years – but trust me: it's not clean. First impressions are everything – so make sure your first impression shines.

3 New mailbox

The mailbox is often overlooked as a trivial part of the home- but having a brand new mailbox is another simple and inexpensive way to show potential buyers that the house is fresh and updated.

4 Fresh mulch, grass, or plants outside

Landscaping is a small cost, yet is one of the most important things to do to help sell a house. The good thing is it generally just requires some sweat equity and an afternoon trimming the lawn and garden.

5 Spray and plug-in air fresheners

I'm sure you've heard the claims before – the human sense of smell can trigger powerful emotions in a potential buyer. A fresh scent signifies "new" – which everyone loves!



DE-CLUTTER

6 Keep it free of clutter

It's important to clear away the clutter. By getting rid of junk and putting all your extra stuff in storage, you bring out the beauty of the room and help the room look larger, cleaner, and all around awesome.

7 Adjust Your Price

Don't hold on to a high price if you aren't getting any offers. The first 2 weeks of listing is critical. Take the feedback from home-lookers and Agent and adjust your price quickly and accept that your original price may have been optimistic.

8 Get your Neighbours to have a Clean Up

Encourage your close neighbors to clean up their properties before your first open day. It may be as simple as mowing their nature strip!

9 Replace light bulbs

Make sure that darker rooms have higher wattage bulbs to brighten them up. It's cheap to replace and bright rooms = happy rooms.

10 Fresh paint

You can't go wrong with fresh paint on trims, doors, or windows. You'd be surprised at how new a house can look with just fresh paint.

11 Update the front door knobs and hinges

If they seem outdated, update them! Every prospect will notice these small things. Use some WD-40 spray to fix squeaks and creaks.

12 Have all windows cleaned

Do the cleaning inside and out. It gives better light and view to the outside. A \$1 bottle of window cleaner and paper towel can do wonders!





TOP TIPS

SPREAD THE WORD

13 Post photos on local hub/community sites

Posting your listing in other online directories can help improve your chances of selling fast. Nearly all buyers check online for houses, so don't get left behind.

14 Do a quick clean on everything

Sometimes, right before a showing, you just need a "quick clean" if time is limited. Things you may want to consider first are the bedrooms, bathrooms, and kitchen sink.

15 Price it right

Nothing beats doing your research and setting the right price. More often than not, you may need an Agent to help you calculate what that perfect price is – so don't be afraid of asking.

16 Spread the word whenever you can

Even when you hire a real estate agent – they won't do as good of a job marketing as you could. Be the marketer you are looking for! Spread the news on social media, inform everyone you know that you are selling your home, and encourage others to share the news.

17 Leave neutral furniture and accessories

Naturally, you want to get rid of all personal items and all family pictures from around the house (clear the clutter, remember?) However, having neutral furniture and accessories in the home can help a buyer visualise what the home will look like for them.

18 Turn on lights

Makes a good presentation by turning on all the lights in the home when having a showing. It's a simple trick – but it works.

19 Play some good music while presenting

Play some soothing or popular music during open houses. This may give buyers a boost in confidence.

PARK A LUXURY CAR IN THE DRIVEWAY

20 Put in new kitchen cupboard doors

You don't need to completely replace your cabinets just replace or paint the doors for a much cheaper alternative.

21 Clear fridge of all magnets

As odd as it sounds – buyers have a hard time buying a property that has “Little Johnny’s Photos” all over the front.

22 Clear all kitchen and bathroom counters

There's certainly no need for your own toothbrush hanging around when presenting the house.

23 Remove pet bowls, toys, and beds before showing

This is usually missed out if you have pets. Although you might love your little cat or dog- the next buyer might not.

24 People look in medicine cabinets

Don't leave your medication out for the world to see. Once again, remove personal objects as much as possible.

25 Beware of nasty pet odors

You may be used to the smell of your pets, but your potential buyers are not. Get all rugs steam cleaned and keep pets outside.

26 A new mat at the front door

It's cheap and shows the home is fresh. Try K-Mart or Bunnings.

27 Park a luxury vehicle in the driveway or garage

This might not apply for everyone, and it works better for more upscale homes, but taking a picture with an expensive car in the garage subtly gives a feeling the home is also a luxury item.



28 Ensure that any little “dings” are fixed

Depending on the severity of the dents you can do the repairs on your own with just some wall putty and paint.

29 Do your own assessment

Go stand in front of your house and take a quick look: what stands out? You'll be surprised to discover a lot of things to improve. Ask your friends to stop by too.

30 Have an accent on the front door

Repaint your front door. This is your chance to draw people's eyes, and this can do wonders for the property. A nice accent color is a good idea.

31 Make sure lawn is mowed

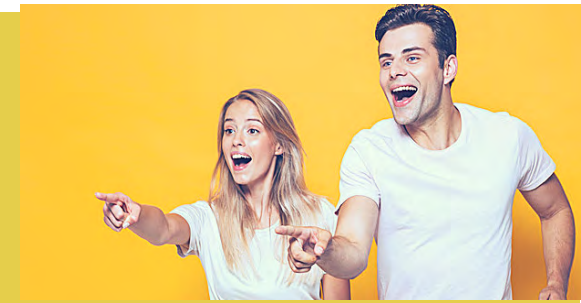
Once again, landscaping wins. If you can't do it, hire a local "Jim's" to maintain it while on the market.

32 Never cram furniture

Staging is good ... but cramming a room full of furniture will make it look small and uninviting. Get rid of anything that makes it look old or too “busy.”



AIM FOR A 'WOW'



- 33 Clean the carpet** - You may try to steam clean them yourself or get a professional take care of it. When living in a property, it's hard to notice how dirty a carpet can become – but after a good cleaning, you'll be glad you did.
- 34 Fresh flowers on tables** – Fresh flowers are great to include on a table. Just having this simple piece of art can brighten an entire room.
- 35 Have a little snack at open houses** – It encourages people to mingle and get a feel for the place. The longer they spend in the home – the higher chance they'll make an offer.
- 36 Don't ignore the back yard** – Back yards are a big deal for buyers with families. It's where the “entertaining” happens – and is a huge source of pride for homeowners. Be sure the lawn is mowed and include kids' play space.
- 37 Check fences and trim boards** – Do they need replacing or painting? Don't let the fence tell a false story of how you have maintained the property.
- 38 Clean the stoves and ovens** – Prospective buyers spend a lot of time in the kitchen at open houses and showings – and you can bet they are going to open up the oven. Make sure it's fresh and clean for them.
- 39 Clean the skirting trim** – It may seem silly, but you can lose a sale just because a potential buyer sees dirty skirting! Take some time to dust and, if needed, repaint any that need it.
- 40 Appeal to a woman first!** – Again, it's usually a woman that makes the final decision to buy, or not buy, a home. If you are a man, you might want to ask for help to make sure it appeals to women.
- 41 Aim for the “wow”** – Every room or space in a home should be a “wow” of some sort, providing something that is beyond what's expected. It doesn't matter whether it's a small or large “wow” – just be sure there is always a “wow.” For example, “Wow, look at these old beams and tall ceilings in the living room”
- 42 Apple cinnamon smell**- Experts recommend the smell of apple cinnamon when trying to sell. Don't ask why!

GOOD PHOTOS ARE CRITICAL

43 Pressure wash the walls – If the home is looking tired, at least take the time to clean the walls with a good pressure washer.

44 Hang easy-to-read house numbers – Sometimes, just the number of the house matters. Help a buyer feel that the home is “new” just by seeing the new numbers.

45 Take the right photos – This requires a bit of artistry, getting the right angle and lighting can make the difference between a room looking boring and it looking amazing. For inspiration, check out [houzz.com](https://www.houzz.com)

46 Repaint or stain the porch floor as needed – If you have a front porch – chances are, it’s dirty. Buyers tend to congregate here while waiting for the agent to open the door, so make sure its clean and nice to look at.

47 Forget your style – Focus on the style of the prospective buyers. For example, if you are selling to first time homeowners, they are probably young and not as interested in dark wood trim – so paint it white!

48 Style your dining room table – If it’s empty, it just looks out of place. Consider setting the table with nice plates, silverware, wine glasses, or knick-knacks.



THE RULE OF "THREE"

49 Symmetrical arrangements usually work well – Consider this when rearranging your furniture if you have no idea how to do it. If you have two couches in the room, they should either be perfectly perpendicular or perfectly parallel.

50 Know the “Rule of Three” – Knick knacks- such as candles, books, lamps, etc – tend to look the best when placed in a group of three.

51 Create comfortable conversation areas – When staging, create areas that are conducive to conversation. For example, place a couch, chair, and bean bag around a coffee table – to make a nice conversation area in the living room. The same applies for the dining room, the back yard, the family room and the front porch. Encourage conversation!

52 Appeal to everyone – Try to appeal to everyone who might come through your property by using minimal design.

53 Organise kid’s rooms – If you have kids – you know how tough it is to keep their stuff organised and clean. Help convince your buyer that this house will do just that – by organising your own kids’ toys neatly.

54 Give every room a purpose– No room should be without a reason for existence. This is why staging is so important- because it allows you to show potential buyers what a room could be.



MARKET THE LIFESTYLE

55 Demonstrate purpose in awkward areas – If you have an awkward room beneath the stairs, or a nook or alcove anywhere in your home, try to find a unique way to show it off. Again: staging is key. A storage area?

56 Promote a lifestyle – Most buyers are not shopping for a home – they are shopping for a lifestyle. That lifestyle could be “luxury” or “simple” or “lavish” – so try to create a feeling around your entire house of that lifestyle.

57 Plan for the Season– Your home should be staged to compliment the current season. If it’s winter – go ahead and show off the storage area for jackets. If it’s summer, bring out the umbrella in the back yard.

58 Double check your agent’s online marketing – Although we like to believe our real estate agents are super men and women – the fact is, sometimes the homes they list are just one in dozens that they are listing – so it’s easy for them to post your house without any style or hint of promotion in it. Remember that the vast majority of prospects come from seeing your listings online, so be sure that listing looks great.

59 Facebook is a good way to sell your house – Post your house pictures on Facebook, and consider using Facebook Ads to sell the home.





TOP TIPS

JUST DO IT!

62 Check out the competition – Drive around and look at other homes that are on the market. Get your agent to give you a tour of your most similar comps – and find ways to beat them!

63 Choose sophisticated neutral colors – It doesn't mean that you need to go all white. Rich midtone neutrals like mocha and "grey" create a sophisticated backdrop that can make everything look modern.

64 Look at the sold comps – By looking at the information on homes that have recently sold, you can get a good idea of what people are looking for in a home.



65 Don't act desperate – Selling a home is largely about negotiation. If you are desperate to sell, you may end up getting significantly less than what the home is worth. If you are desperate – at least don't act like it!

66 Consider your agent's opinion – Find an agent you trust and follow their advice as often as you can

67 Just Do It – All the tips on this list are helpful – but don't think that you need to do all of them in order to sell your home. Focus on the few tips that you think will give you the biggest bang for your buck – and do them well.

TOP TIPS

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1300 040 463**

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