

# Presentation Perfect.



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## The Results Show

Have you noticed how properties that are “Styled For Sale” seem to sell faster, appear to get more interest from buyers, and constantly achieve the stronger sales results?

Have you noticed how all our sales are INSTA-WORTHY?

Well, styling a home for sale doesn’t have to cost a lot of money!

We hope that, via this booklet, you can start to get your home looking Presentation Perfect.



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# What's at Stake?



## Your Greatest Asset

Our home can be our greatest asset, so it is important that we do as much as we can to maintain this asset throughout its lifetime so that when the house is eventually sold, we receive the best return on investment possible.

## Tax-Free Profit

For most of us, our principal place of residence (our home) is free from capital gains tax – this chance for tax-free profit is rare and the opportunity should be embraced

Before selling any property, it is vital that you consult with your financial advisor to ensure you are making the right decisions for your future.

## A Well-Maintained Property Will Attract More Buyers

Buyers will pay more for a property that is neat and well-maintained. With everyone leading such busy lives, often the last thing a purchaser wants to do is finish off what someone else has started

Buyers often stretch themselves to the limit when purchasing a home, and if the property doesn't require any changes for a few years after purchase, it is easier for us, as your agent, to negotiate a higher price.

## Well Presented Homes Sell Well

If you do the hard work for a potential buyer, this will be reflected in your profits – buyers are prepared to pay for somebody else's hard work. If your property is clean, decluttered, well presented and complete, this could have a significant impact on the end result and days on market.



# How to Leverage this Opportunity



# Planning Equals Profit



**Our Aim Is To Maximise Your Home's Potential So We Can Attract The Largest Buyer Pool, Which Will Lead To A Far Stronger Result.**

We suggest making a list and spending the months before going to market preparing for sale, this is much preferable to a 'rush job', where corners are often cut and stress is high.

Remember – slow and steady wins the race.

Focus on how a stranger will see your home—remember you are not selling your home, you're selling a house that someone will buy to turn in to their home.

Let us  
help you  
create your  
"To-Do List".

# Start Making Lists

Buy a notebook, and allowing two pages per area, start making a to-do list of things that need attention.

## We recommend you categorise your home in to:

- Driveways, front yard and front entry
- Outdoor Entertaining
- Garage/Carport
- Back Yard/Courtyard
- External (eaves, windows etc)
- Bedrooms
- Lounge and Dining areas
- Kitchen
- Bathrooms
- Laundry

## Complete any home improvement projects you have started

Finish that “to do” list you have had going since you moved in.

If any projects have been started and not completed, take this opportunity to finish them off to a high standard.

## One room at a time

The task will feel less daunting if you commit to doing one room at a time – this also keeps your house liveable, and avoids it becoming a war zone. Give each room a purpose—every house has a junk/storage/play room, perhaps consider setting this room up as a sitting room, study or guest bedroom.

## Declutter, Declutter, Declutter

As you’re working through your rooms, this is a great time to sort through your “stuff” and begin decluttering. Box up your valuables, and hire a skip for the items that can be thrown out. Be ruthless – a home shines when it can actually breathe. If you’re not comfortable throwing out many items, perhaps consider renting a storage space for the time your home is on the market.

## Ways to deal with all your “stuff” are:

- Garage Sales
- Selling items on Ebay/Gumtree/Facebook
- Shredding documents you no longer need
- Donating items to charities and friends
- Storage for those items you don’t want to part with

# Checklist Outside

You never get a second chance to make a first impression – so the front of your home should be faultless.



- Sweep the driveway to ensure it is free of debris. If you have a concrete or paved driveway, consider pressure washing it to remove stains.
- Check the fence for any posts that are loose, broken or rotted, and replace as necessary
- Clean out the gutters and check for any leaks or damage
- Get the lawn looking as lush and green as possible – mow high and often
- Trim the plants back
- Mulch the garden beds - this prevents the soil from drying out too quickly, and helps slow down weed growth (as well as making the garden beds appear lush and low maintenance)
- Clean decks and consider re-staining
- Cut back any trees that overhang the roof of your home
- Repair/replace any damaged flyscreen/ security door mesh
- Inspect the outside of your home, taking note of the eaves lining around exterior lights for cobwebs

## Let your home 'breathe'

- Check that all of the smoke detectors are working
- Clean and disinfect the dishwasher (running it on an empty cycle with bicarbonate soda in the detergent tray and vinegar in the rinse holder is a great inexpensive way to do this)
- Give the oven and range hood the clean of their life. Make sure the light on the range hood is working
- Check doors and windows for cracked seals and peeling paint - repair as needed
- Inspect the tiles and sinks in your wet areas, reseal where necessary
- Inspect bathroom mirrors for damage and replace if necessary
- Inspect walls and ceilings for water damage - repair as needed
- Check for plumbing leaks
- Check for any signs of insect or rodent infestation - take appropriate action
- Patch any holes in walls
- Wash all of the windows - inside and out
- Clean the light fittings and your skylights. If you have fluorescent lighting in any of your rooms, use 'warm-white' bulbs. Ensure all lights are working
- Clean sliding door and window tracks
- Clean ceiling fan blade and air conditioner fan blades
- Check taps and showers for signs of leakage
- Repair loose knobs, latches or handles on doors
- Make the storage areas appear spacious and well-planned. Consider storing all out-of-season clothing. Remember, buyers WILL look through your cupboards
- Steam clean all of the carpets, and if you choose not to repaint, consider washing your walls with liquid sugar soap to help freshen the existing paint work
- Clean the curtains and blinds. Always let as much natural light into your rooms as possible - perhaps consider replacing heavy curtains with something lighter and removing mesh curtains

# Checklist Inside





# Preparing your home for Photography

## **There are no shortcuts to a great price**

Photography is arguably the most important aspect of a property marketing campaign – you've got to get it right.

A buyer's first 'inspection' of a property is online, so great photography is a must.

Spot-on presentation of a home and high quality photographs are the best way to get a buyer to fall in 'love at first sight' and entice them to inspect your home.

Photography and presentation go hand in hand – the way a property is presented in the photos is exactly how it should appear for every buyer inspection and throughout the marketing campaign.

A large part of our service when you list your property with us is helping you prepare for photography.



Keep in mind that the first photo on the internet and brochures is usually of the front of the house. First impressions count!

- Have lawns freshly mowed and raked
- Park cars, trailers etc in garage or in street
- Move bins out of view
- Sweep driveway, footpaths and patios
- Weed and mulch garden beds
- Hide any garden tools, hoses etc
- Remove toys, bikes etc from driveway
- Remove clutter/shoes from around front door
- Clean windows inside and out and remove cobwebs
- Take washing and pegs off the line
- Remove pool cover
- Make sure the pool is free of leaves and any pool toys/cleaning items are stowed away out of sight
- Rake or remove leaves from outdoor entertaining areas
- Contain pets in the garage or out of sight
- If the photo shoot is scheduled for late afternoon or evening, ensure all outside lights are working

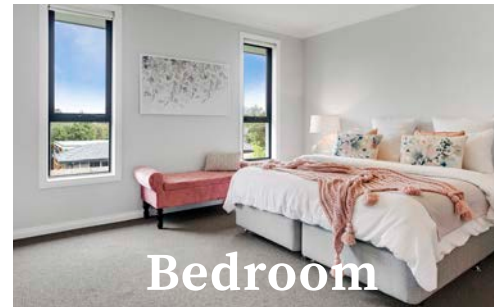


Photography needs light! The rooms should feel bright and airy. Your home will look more spacious if you remove most of the general day to day clutter we all have.

- Declutter as much as possible
- Remove any extra furniture that may make rooms appear smaller
- Conceal all electrical cables (where possible)
- Ensure that all light globes work, including lamps. If possible, try to use the same type of globe throughout the home for greater consistency
- Remove all pet bowls, bedding, toys etc
- Open all curtains and blinds

Please note:

- Laundries and garages are rarely photographed, so any items that have to be temporarily removed from rooms can be stored here
- 'The lens magnifies clutter' - try taking photos of each room with your own camera or phone to see how it might look once photographed professionally
- If mopping floors or hosing off driveways/ decking, ensure it is dry before the photographer arrives as wet spots reflect the light



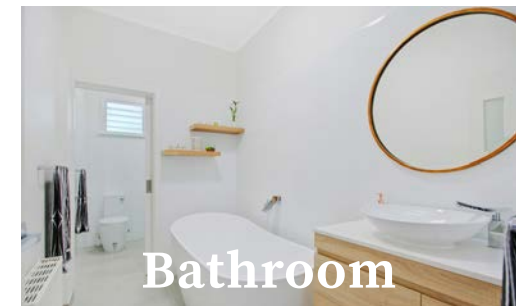
- Make all beds immaculately
- Remove any clutter from side tables
- Remove any visible items from under beds
- Put away clothes, shoes and laundry baskets
- Remove portable fans, heaters and rubbish bins



- Clear countertops of clutter. Put as many appliances as possible away in cupboards
- Ensure range hood lights are working
- Put all dishes, sponges, tea towels and cleaning equipment away in cupboards
- Take items off window sills
- Remove everything from front and visible sides of refrigerator (photos, magnets, kids art etc)
- Hide rubbish bins
- Clean oven and dishwasher doors



- Turn off all televisions
- Remove excess books or magazines from tables
- Neaten bookshelves
- Remove tablecloths (if possible)
- Hide remote controls
- Put away/neaten kids toys



- Clear countertops of all toiletries
- Remove all toiletries and cleaning products from the shower/bathtub
- Remove bathmats
- Keep towels on towel racks to a minimum
- Close toilet lid, remove toilet brush and spare toilet rolls
- Clean mirrors
- Remove rubbish bins and laundry baskets



## The Seven Common Mistakes That Can Cost You Thousands

Selling your home can be a nerve racking, exhausting experience.

The stress of being on the market can certainly take its toll.

Luckily, there are some steps you can take in order to make this process as smooth and painless as it can be.

The difference between a profitable, smooth transaction and a miserable experience can straddle a fine line.

Many home selling horror stories are caused by a lack of knowledge.

Here are 7 mistakes that many sellers make, which can easily be avoided.

### 1. Incorrect Pricing

Setting the correct price for a new listing is critical – set the price too high early in the campaign and it will remain unsold and develop the identity of a “problem property”.

Likewise, if you set the price too low you risk attracting the “wrong” buyers and selling below market value. Setting the appropriate price involves evaluating numerous different factors, and is critical. Your agent should be able to suggest an appropriate advertised price and provide examples of how comparable properties were advertised.

### 2. Not Providing Easy Access

In today’s market, many buyers are time poor and unable to attend scheduled open for inspections. If they can’t organise a viewing of a home, they will look at other properties and purchase elsewhere.

Making your home as accessible as possible (within reason) for midweek and weekend inspections is a major key for a profitable sale. The more accessible your home, the better the odds are of finding the person willing to pay top dollar.

**Being armed with the right knowledge can make all the difference in how your home sale turns out. Make the right decisions. A little time spent now can save many hours of frustration down the road.**

### 3. Bad Housekeeping

First impressions are often the most important – many home sales have been lost due to “fixable” things such as unmown lawns, cluttered rooms, bad stains, dirty kitchens and bathrooms, pet odours etc.

Imagine you are the buyer and look at your home with a critical eye – clean your home from top to bottom, military style.

### 4. Repairs

Buyers buy what they see – if they see a house in poor repair, this will have a significant impact on what they perceive the value of the home to be.

Even minor improvements to a home can yield as much as three to five times the repair cost at the time of sale.

### 5. Making Selling Decisions Based on Emotion

Selling a home is a very emotional experience, however underneath it all, selling your home is a dollars and cents business transaction.

Don’t let your emotional ties to the home cloud your judgement, and always remember that purchasers are not buying your home, they’re buying a house to make into their home.

### 6. Not Understanding Market Conditions

Just like the stock market, the strength of the housing market is determined by supply and demand.

Many buyers look at dozens of homes, comparing their values, before they make a final decision, so it is difficult to find a buyer willing to pay more than the current market value. No single person, agency or agent has any control over the market.

### 7. Picking the Wrong Real Estate Agent

Not all agents are the same. The agent’s experience, knowledge, marketing and skills can have a huge impact on the success of your sale.

Signing up with the right agent can make all of the difference.

**Thinking of Selling?  
Think Local.  
Think  
Janice Dunn Estate Agents**

Want some more tips and  
tricks to make presenting  
your home for sale a lot  
simpler?  
Call Janice today!



Janice **Dunn**  
  
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