

A photograph of several pink tulips with green leaves, arranged on a light-colored wooden surface. The tulips are in various stages of bloom, some fully open and some still in bud. The background is a soft, out-of-focus light color.

# Selling with Success

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## **WHAT YOU CAN DO TO BOOST YOUR CHANCES OF ATTAINING A PREMIUM PRICE**

Create the right environment for a buyer, and you can instantly add appeal and perceived value.

### **IMPROVE YOUR STREET APPEAL**

Street appeal makes a crucial first impression. Whether they're doing a drive-by to determine whether they'd like to see inside or they've already scheduled a viewing, it's important your home looks its best.

- Keep the lawn well maintained
- Add flowers & plants, whether in a bed or planter
- Ensure pathway to your front door is clearly marked and make sure there's plenty of lighting to accommodate evening viewings
- Consider adding a fresh coat of paint to your front door and/or getting a new welcome mat.

## **STAGE YOUR HOME**

Staging your home simply means arranging the rooms in the clearest and most aesthetically pleasing way. While there are companies that you can hire for this, you can also work on this yourself by following a few simple steps:

- De-clutter. Pare down wherever possible. Invest in stylish storage solutions if necessary
- Depersonalize. Pack away personal items like family photographs so that your home will appeal to the widest range of buyers possible
- Define. Clearly define the function of the space
- Harmonise. When it comes to details like paint colors and furniture styles ensure things both feel fresh and 'go together'
- Add finishing touches. Artwork, cushions, throws, scented candles and fresh flowers all make a huge difference to a space.

## **GET GREAT PHOTOGRAPHS**

With digital marketing becoming so powerful it's really important to get great images of your home.