

STYLING A HOME for sale

The designers and stylists at Designing Divas - (left to right) Linda, Julie, Michelle, Eva.



DESIGNING DIVAS

TAKING THE TIME TO PRESENT YOUR HOME IN THE BEST POSSIBLE WAY TO POTENTIAL BUYERS IS ALWAYS WORTH THE INVESTMENT: IN TIME AND MONEY.

Without question, a well presented home helps your real estate agent ask for a higher price and means a quicker sale in comparison to poorly presented properties", said Michelle Burton of Designing Divas when Chrissy Jones interviewed her recently to discuss the Property Styling service available to home owners and real estate agents in Port Macquarie.

Designing Divas is a design firm offering interior design (Michelle), decorating and styling (Julie), landscape design (Eva) and building design (Linda). Any one, or combination of the four designers at Designing Divas may be involved in helping to present a property for sale.

What's involved in Home Styling?

"We look at the property through the eyes of a potential buyer and show the property in the best possible light. Too often sellers still regard the place for sale as their home and what works for them isn't necessarily what a buyer is looking for. Decluttering is usually high on the list of necessary styling tasks along with recommendations for the repair or replacement of easily fixed items like old light fittings or worn carpet. Furniture re-arranging, hire of new furniture, additional co-ordinated homewares, artwork and accessories for photography and open days quickly transforms a property. A fresh coat of paint can also do wonders."

What's the timeline for Home Styling?

"3 - 4 weeks is a comfortable timeline to allow for the furniture hire and preparing a property for sale to be ready to be photographed for advertising purposes or for open days. However, ideally, you should have the initial styling consultation with Michelle or Julie as soon as you decide to sell as the recommendations might include new flooring, window treatments or custom upholstery which have up to 8 weeks lead time. It will also give the homeowners more time to do a lot of the work themselves and therefore save money."

Any other tips for getting a property ready for sale?

"Giving the property 'street appeal' and presenting a well maintained back yard and garden are always appreciated.

That's when our landscape designer (Eva) gets involved. In some cases our building designer (Linda) will provide concept plans to show prospective buyers what could be done with an internal layout change, or an addition or alteration to the property for sale. "

Is property styling worth the investment?

"Yes. Often, when owners see what a difference property styling (sometimes referred to as home staging) makes to the look and feel of their place they say "It looks so good we'll be sad to leave." Then, when they discover the sale price their real estate has negotiated on their behalf they agree that Property Styling was one of the best financial decisions they have ever made."

To find out more visit:
www.designingdivas.com.au or call
Michelle Burton on 0413 398 908

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