

A photograph of a dining room interior. In the foreground, a rustic, textured, light-colored ceramic vase sits on a thick wooden dining table. The vase is filled with a bouquet of flowers, including pink lilies, blue hydrangeas, and tall white delphiniums. In the background, a white door is slightly ajar, revealing a glimpse of another room with a colorful abstract painting on the wall. The walls are a muted blue-grey color.

The Blakes Guide to...

Staging & Styling

Tips to prepare your property for sale



BLAKES
Estate Agents & Property Services



What is Staging & Styling and why should you do it?

Staging helps you to create a memorable first impression for your viewers. Staging a home before putting it on the market involves preparing and presenting the property in a way that makes it more appealing to potential buyers. You should consider it as part of the marketing strategy for your property.

Enhances Visual Appeal

Staging helps showcase the home's best features and creates a visually appealing environment. This can make a positive first impression on potential buyers.

Showcases Potential

Staging allows you to showcase the full potential of the property. It helps buyers see the possibilities for furniture arrangement, decoration, and utilisation of space. Properly staged homes can help buyers visualise the potential uses of different spaces, making it easier for them to imagine themselves living in the home.

Facilitates Professional Photography

Staged homes often photograph better, which is crucial in today's property market where online listings and virtual tours play a significant role in attracting potential buyers.

Speeds Up Sale

Well-staged homes are generally perceived as more attractive and move-in ready. This can lead to a faster sale because buyers may be more likely to make an offer on a home that looks well-maintained and appealing.

Maximises Perceived Value

A well-staged home can create a perception of higher value. When buyers see a property that is thoughtfully staged, they may be willing to pay a premium because they perceive the home as being in better condition and well-cared-for.

Differentiates Your Property

In a competitive market, staging can really help your property stand out from others. It can make your home more memorable to potential buyers who may be viewing multiple properties.



1. Know your Market

Do some research on other properties in your area that are listed in the same price bracket and try to see your property through the eyes of potential buyers. Understand how your house compares by driving past similar properties to gain a clearer perspective. Selling a property can be a competitive process, and your goal should be to attract the best offer as swiftly as possible.



2. Know your Buyer

It's probable that if you're selling, you're also considering buying. You'll be examining numerous photos of properties and likely exploring potential future homes. Utilise this as an additional chance to consider how you should present your own property. Look at your property with an analytical eye, carefully noting the strengths and challenges in each room. Is it reflective of the lifestyle potential buyers are seeking, or do you need to consider some restyling before the photographer arrives?



3. Less is more – Declutter!

Try to create a clutter-free appearance without creating a sterile atmosphere. Potential buyers want to envision their life in your home, and decluttering helps them see available space. Start early and be brave! It's not an easy thing to do and you will need to find space away from your home to store things. A clutter-free environment looks visually appealing and minimises distractions, allowing the viewer to focus on the use of space rather than your possessions. It also makes a room look less cramped helping to create a sense of openness and spaciousness, making the environment feel more inviting.



4. Highlight key features

Think carefully about what the best features of your property are. It could be a view from a certain window or a peaceful corner next to the fire. Take steps to showcase these features. Arrange furniture to highlight architectural elements, such as fireplaces or large windows. Draw attention to unique selling points that differentiate the property. Open the curtains, let the light in; well-lit spaces feel more inviting and spacious.



5. Decorate and refresh

There's probably no need to go over the top and renovate your entire property, but it's wise to refresh your walls with neutral-coloured paint, particularly in high-traffic areas like hallways. Complete any outstanding tasks on your to-do list, such as fixing broken door knobs or dripping taps. Presenting a well-maintained property leaves a positive impression on potential buyers.



6. Pets

While pets are cherished members of the family, their presence can introduce odours, plus some people just don't like animals, and it can put people off. Before viewings, remove pet items, including beds and food bowls. Address pet odours with proper cleaning methods, ensuring a fresh and inviting atmosphere for potential buyers. Consider getting your pets out of the property for viewings.



7. Keep it clean!

It's crucial to maintain a clean home every day it's listed for sale. This ensures that it exudes a constant sense of freshness and remains ready for potential viewings at any given time. Take the time to refresh the bed linen and thoroughly clean every space. Pay special attention to eliminating odours, addressing high-traffic areas, and attending to seldom-used rooms that may accumulate dust. After residing in your home for an extended period, you may have grown accustomed to certain smells, whether pleasant or unpleasant. Recognise that unpleasant odours can be a major deterrent for potential buyers. Rather than attempting to mask odours with heavy sprays, address the root cause by cleaning bins and drains, ventilating rooms through open windows, and washing pet bedding.



8. Outside in

If you're lucky enough to have some outdoor space, make the most of it, no matter how small. The significance of curb appeal in promoting your home is widely acknowledged. However, it's not just the exterior impression that matters; the entire garden or balcony plays a central role in enhancing your home's overall appeal. Potential buyers often view the garden as an additional room.



9. Give them space

Allow potential buyers the time and space to explore your home freely. It may not always be possible, but consider stepping out to avoid disrupting the carefully arranged presentation. By not being present during viewings, you are giving potential buyers the space and time to fully immerse themselves in the environment and to discuss it freely without the embarrassment of the current owners being within earshot.



We are here to help you...

If you would like to know more about getting your property ready for sale, please reach out to us. We will do all we can to make the the experience as fulfilling and enjoyable as it should be.

