

PLAN & PREPARE

-TAP - Preparing Your Home for the Market: A Seller's Guide for Australian Property Owners

When it comes time to sell your home in Australia, first impressions matter. With the real estate market becoming increasingly competitive, taking the time to properly prepare your property can significantly impact how quickly it sells—and the price you achieve. Whether you're selling in Sydney, Brisbane, Melbourne, or a regional town, the fundamentals of property presentation remain the same. Here are some essential steps to help you get your home market-ready.

1. Declutter and Depersonalise

Potential buyers want to envision themselves living in your home, which can be difficult if the space is filled with personal items and clutter. Start by removing family photos, personal memorabilia, and excess furniture to create a clean, open feel. This helps buyers focus on the space, not the stuff.

2. Deep Clean from Top to Bottom

Cleanliness is non-negotiable. Hire a professional cleaner if needed, especially for carpets,

windows, and bathrooms. Pay special attention to kitchens and bathrooms, as these are often deal-breakers for buyers. A sparkling home suggests it has been well-maintained.

3. Complete Minor Repairs

That dripping tap, squeaky door or cracked tile may seem small, but they can give buyers the impression that the home hasn't been cared for. Fixing these minor issues can increase your home's appeal and reduce the chances of price negotiations later on.

4. Consider a Fresh Coat of Paint

A fresh coat of paint in a neutral colour can breathe new life into your home. Light, neutral tones make rooms appear larger, brighter, and more modern. This is a relatively low-cost upgrade with a high return on investment.

5. Enhance Street Appeal

First impressions start at the kerb. Mow the lawn, tidy the garden, clean pathways, and consider adding a few potted plants to create a welcoming entrance.





PLAN & PREPARE



-TAP - CONT'D

If your property has a fence or gate, make sure it's clean and in good condition.

6. Stage Your Home

Home staging is becoming more popular in Australia and for good reason. Professionally styled homes often sell faster and for more. You can hire a staging service, or work with your agent to rearrange furniture in a way that maximises space and functionality.

7. Let in the Light

Natural light is a big selling point. Open blinds and curtains to let in as much light as possible. Clean windows and remove heavy drapes that block sunlight. For evening inspections, ensure all lights are working and use warm, inviting bulbs.

8. Highlight Key Features

Showcase your home's best features. If you have a great outdoor area, make sure it's clean, styled, and well-lit. Emphasise energy-efficient upgrades, recent renovations, or high-quality appliances.

9. Know Your Market

Different locations and buyer demographics have different expectations. A beachside cottage in Byron Bay may benefit from a relaxed, coastal style, while a family home in Melbourne's suburbs should emphasise space and practicality. Work with your agent to tailor your presentation to the target market.

10. Partner with a Trusted Real Estate Professional

Perhaps the most important step is choosing the right agent. An experienced local real estate agent understands buyer behaviour in your area and can provide personalised advice on how to present your property for maximum impact.

Final Thought:

Preparing your home for sale in Australia doesn't have to be overwhelming. With some strategic planning and expert guidance, you can ensure your property stands out and attracts the right buyers. A little effort now can lead to a faster sale and a better result when settlement day arrives.