

Styled to Sell

BY
BOWERBIRD

An Introduction

At BOWERBIRD we understand how to influence people through detail that matters. Catering to an authentically modern lifestyle, we lovingly curate an experience where people can envision themselves living a beautiful life, in a beautiful space that is beautifully real. That's our secret to connecting with human emotion: creating aspiringly real spaces that inspire.

Our service is a nod to what people love about their life... not wealth or possessions or grand experiences, but, the daily, small, regular experiences that make up their life. It's the little things, the everyday things, the small details of life that people love. People want to love their home. It has a profound effect on their lives and is the context for family. They have a deep emotional attachment to their home as it makes a statement about them and their lifestyle choice.

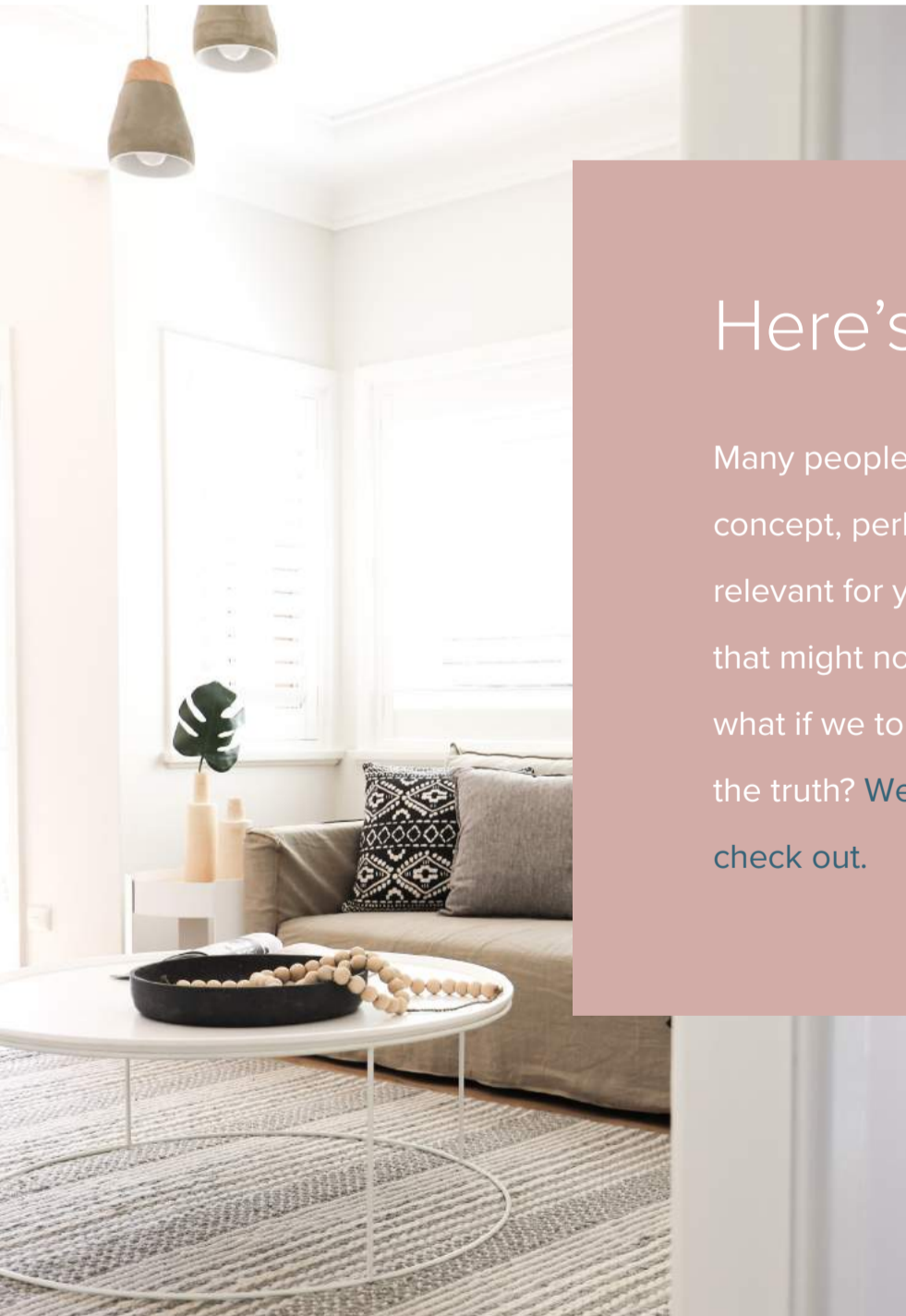
Styled to Sell is a collection of practical ideas, curated from our experiences in styling billions of dollars' worth of property. We have distilled this knowledge into a simple, six part guide, that is relevant and attainable for everyone.

Think you don't *need* Property Styling?



Here's where you're wrong.

Many people who think property styling is a modern concept, perhaps even a trend? And perhaps not relevant for your home an an unnecessary expense that might not increase the value of your property? what if we told you that this couldn't be further from the truth? We've got some results that you may want to check out.



The *Emotional* Connection

The ultimate goal for vendors is to maximise the value of their property, and sell for the best price. A well known idea comes to mind, that is, you only need one emotionally invested person, for them to become a serious buyer.



However, it's imperative to have numerous interested parties fall in love with your home and develop that emotional attachment. When buyers enter a styled property for the first time, we built an emotional connection to the home by presenting them with aspirational spaces, and undoubtedly at a viewing, there is a sense that this is a shared feeling by all the other potential buyers. This enthusiastic ambiance is almost contagious, resulting in a sense of urgency to secure the property - we've all heard of FOMO (fear of missing out). There's a greater focus on the aspirational lifestyle factors when engaging a stylist with expert knowledge of the real estate industry. Remember, buyers aren't just looking for a house, they are looking for a space that inspires them into action.

Exceeding The Sale Price

Property styling guarantees that you're presenting your home in its very best light. It also offers you, the vendor, immeasurable satisfaction that you've offered it to the market fulfilled to its full potential. The average sale price of properties styled by BOWERBIRD fetch

over 30 times the cost of the initial styling investment. An excellent result for any vendor. Feedback from vendors following their sale, has been of surprise and delight (not so much for us) that the sale price actually reflected the maximum potential of their property.



Visualisation

When viewing a property, many buyers are unable to visualise its full potential. It's the role of the stylist is to curate a bespoke look that creates this visual appeal for the buyer, through a design and styling craft that enhances the features of the home.

Vendors who are inexperienced in interior design, could easily overlook the importance of spatial planning, an enticing colour palette and the affect of quality furniture pieces in attracting potential buyers.



A *Hollow* Shell

Vendors unfamiliar with property styling craft often comment, “our place can sell itself” and may insist on leaving it empty. This can be a major misconception. A property without furniture will always look smaller than a styled one. Yep, even if the space has a superior level of design or architecture. Styling provides the perspective that buyers need and eradicate the over-thinking and guess work. For example, potential buyers shouldn’t have to guess what size bed will fit.

Advantages

There are many benefits to working with an experienced property stylist. A major asset is their understanding of the real estate market and the targeted demographic. Designer furniture selection is an integral part of the process. While you might love your oversized comfy brown couch, a more suitable choice would be a slimline design in a soft neutral colour tone that will allow potential buyers to better view the space. Accessories and furnishings add a sense of texture and detail that complement the character of the property.

Attractive features of a small property can be enhanced, or a complicated house layout downplayed, by utilising clever styling techniques.

Equally, a dynamic styling team will know how to detract from less desirable aspects of a house, such as an outdated kitchen, or lack of natural light. An extra bedroom can add \$100k onto the price of a property or even clinch the sale. Expert stylists know how to easily transform a junk room into an extra bedroom.

BOWERBIRD understands the importance of curating a bespoke look for every property, and helping clients maximise the features and sale price of their home.

Ten things to assist you to sell your home



→ the small things that can make a major difference.

If you're considering selling your house, it is imperative not to overlook anything that could hinder your opportunity to sell for the best price possible. The following are ten simple ways that can help you to increase your property's value before putting it on the market.



1. Presenting Bedrooms to *Maximise* Potential

A clear focus on your target demographic and location's appeal is crucial. For example, if you're selling an inner city two-bedroom apartment, even if you have children, it's often best to keep these rooms styled as proper bedrooms, that is, with a bed. Bunks and cots can often confuse the room size and make a room look smaller than it is.

2. Kids *Chaos*

It can be difficult to sell your home if you have children, and also prove a challenge to maintain kids' bedrooms in a presentable condition for inspections. When you engage a property stylist, you can be assured they will create a perfect environment for a home buyers' kids, as well as providing practical storage solutions to (temporarily) hide all the toys and books that may just distract the buyer.

Outdoor *Advantage*

Taking advantage of your outdoor space and turning it into a fantastic entertainment area is one way of increasing your property's value. Don't rely on your buyer's imagination. Every space must be as inspirational as possible. With the Australian climate lending itself to life outdoors, it's a critical feature to focus on.

In a palatial garden, a variety of entertainment zones can be styled for selling. If you have a small balcony, your property stylist can

suggest a suitable dining setting, or plants that can enhance the connection to nature. Don't despair if you completely lack an outdoor space. A solution is to style with greenery indoors. Consider using chic and trendy pots that complement the style of your house. Hanging plants near a kitchen or window, invites the viewers to widen their visual scope and enhances the room size.



5. Light it *up*

Be sure to focus on outdoor lighting, especially if your mid-week viewings are in the evening. Night lighting can create a modern, fashionable look for your garden and inspire a relaxed ambiance. The key is to ensure prospective buyers can envisage themselves hosting the perfect dinner party (or BBQ!).



6. Let The Sun *Shine* In

If you have lived in your home for many years without updating the interiors, there is a good chance that what was fashionable then, isn't anymore. Blinds and curtains are the ultimate giveaway. If privacy isn't an issue, rather than spend thousands of dollars on new curtains and blinds, take those heavy curtains down and let the light in! It doesn't cost a thing and natural light is a feature high on every buyers priority list.

7. *Curb* Your Enthusiasm

You've seen them. Buyers hunched low in their cars in front of your house, driving by, deciding whether to attend the open house... or not. Make these potential buyers fall in love with your home at street level, by adding plants and flowers, hosing down the cobwebs and even giving the front door a lick of paint. A worthwhile tip is to sweep the pavement outside your house and clear it of any leaves or rubbish. It's an instant (and cost-friendly) way to make your house stand out from the others.



8. Make an *Entrance*

If you live in an apartment, don't forget your viewing starts at the building entrance. It's easy to dismiss the foyer or stairwell, as you may think it's not your problem. Well unfortunately it will be if it's off-putting for buyers. Contact your strata immediately if there are any major works that need completing. If it's simply unkept – freshen up the entrance with a dust and vacuum and a pretty pot plant.

9. *Don't* Hide It

The process of putting your property on the market can be overwhelming. There's a lot to be completed in a short period of time. Often vendors opt for throwing everything in the cupboards until after the sale. Keep in mind if someone is seriously considering buying your property they might test every tap and open all

the cupboards. If buyers can barely open the wardrobe door because it's full to the brim, they may have concerns that the property doesn't have adequate storage, even if this isn't the case. Perhaps you can store a few boxes with a friend or hire a storage unit for the duration of the campaign.



10. Odds and Ends

It's not uncommon for vendors to remark, "the new owners can paint" or "they can fix the broken door when they move in." Yes, but if buyer see too many things that need work,

they may decide to buy a house that may require less work or is ready to move into. All those little things add up, and the idea is to avoid putting doubt in a potential buyer's mind.



In-house *or* Outsource?

How to best prepare your home for sale.

So you've decided to sell your property. If you're a DIY enthusiast, you'll enjoy carrying out improvements by grabbing a set of tools and getting your hands dirty. Many tasks can be completed yourself, in-house.

More complicated projects are best outsourced to the experts. With the right approach to alterations and updates you can increase the appeal and therefore the value of your home.





Flooring *Fixes*

While flooring trends have changed over the years, hardwood is definitely still a popular, practical and stylish option. While carpet adds warmth to sitting areas and bedrooms, if worn and threadbare it gives the opposite effect. Outsource to the experts if you want to replace carpet. If you're in luck and hardwood is hiding underneath, a quick fix is to rip it up yourself. Having your floor refinished by a professional would maximise the appeal. Consider your return on investment when adding new flooring. Don't skimp if you're selling a high-end property as there is nothing more off-putting than cheap updates like laminate flooring that are not consistent with the value of the house.

Kitchen *Improvements*

Statistics show that kitchens really do sell houses and modern lifestyles are centered around entertaining at home. This doesn't mean you need to urgently replace your kitchen, but a few clever updates can make a big difference if you're selling.



Resurfacing kitchen cabinets and even bench tops can be easily outsourced to instantly transform a tired outdated kitchen. Modernising handles and fittings can simply be done in-house. New hardware can be inexpensive and bring a contemporary feel to your home.



Bath *Time*

While your bathroom might not be luxurious, it may not need to be replaced. Old fashioned tiles, vanities, and stained baths can be re-surfaced for a fresh look. If it's impossible to get shower doors clean, consider a replacement. If you have a small bathroom, paint it a light colour for a more spacious effect.

Strong *Foundations*

Flaws in your roof or foundations may only be visible once a professional property inspection has taken place, and a poor report could prevent the sale of your home. Buyers will want to be satisfied that their new home is safe and built to last. If your home needs a new roof, then replace it. Even if it's not a big job, buyers are likely to avoid a home that needs substantial work. Contact a specialist well ahead of time to ensure early completion.

The *Right* White

You might love your bright orange walls, but there's a good chance that most buyers won't. For your home to appeal to the largest possible audience, paint your walls in a neutral colour in a matte finish. If you have the time and patience you can do this in-house. However, confer with the experts about a white or neutral tone that suits the style of your home. Don't underestimate how long a paint job can take and focus on repairing any cracks. Now is the time to remove any unsightly wallpaper by using an inexpensive wallpaper removal steamer.

Your style *vs.* Current style

Trends that will sell your home.

You want your home to entice all prospective buyers, and maybe you've been inspired by the interior design trends you've seen on TV, magazines or Instagram. Replicating some of the most popular home renovations and trends can backfire when it comes time to selling your home.

Buyers want to picture themselves in a home, and very specific style choices can prevent this. If you consult a property stylist like BOWERBIRD, we may suggest you remove individual touches that you love, in order to maximise the value of your home.



Style with *Paint*

Interior designers often suggest black or other bold colours as the perfect backdrop to metallic accessories or appliances in modern home design. The reality is that buyers often prefer a neutral colour scheme. Even though you might have an eye for bright colours, a very specific palette is often a turn off. It's best to create a sense of spaciousness and highlight your homes best features. You can rely on your property stylist to provide pops of colour with soft furnishings and accessories if the home requires.



Tone it *Down*

Graphic patterns are being incorporated into current interior design trends, often in the form of wallpaper. Even if it's simply a feature wall, wallpaper is a personal decision, and rather than have buyers questioning your design choices, your space and ambience should be the focal point of your home. Consider replacing wallpaper with a neutral paint for broader appeal.

Lavish Lighting

Generally speaking, potential buyers are attracted to open and bright spaces that highlight your home's best attributes. If you're selling up, it's the perfect time to replace any showpiece light fixtures that are too modern or

ornate. Even in a period home, installing simple glass pendants can make a huge impact by instantly modernising the space and appealing to a wider demographic.



Getting *Personal*

Selling a home is understandably an emotional time for many vendors. Even after investing in professional property styling, vendors can't help but maintain their connection to the home

by sneaking in their own personal touches, with family photos and sentimental items. It's best to follow the professional's advice and resist the temptation to add your own flair.

Converted Spaces

It makes sense to set up your home's layout to suit your lifestyle.

If you have the luxury of spare bedrooms or an unused garage it's likely you've already converted it into a tailored space for your needs.

To maximise your property's value it's best to revert that room to its original purpose. A covered parking space can add tens or hundreds of thousands to your sale price in the inner city. Additionally, people often use their garage as storage. If you've converted an unused bedroom into an office, walk-in wardrobe, or a kids room, make sure you can easily convey it's intended purpose. BOWERBIRD can help to transform any room back to its original glory.

Keep it *Original*

So you own a contemporary style house but your personal style tends towards a more traditional aesthetic. When selling, be guided by your stylist and remember it's imperative to make any improvements or renovations based on the original style of your property and your target demographic. Any updates should match buyers expectations. For example, heavy dark joinery and ornate fittings would be completely out of place in a beach style home.



It's *SHOWTIME* ...

So you've put your home on the market! The home BOWERBIRD has magically transformed into a space longed for by everyone bewitched by its spell. Here are a few important ways in which to maintain that spell for the duration of the sale.



Photographs

Following the completion of your property styling, professional photographs will be taken for marketing material. However you should also take your own close up photographs of every room for consistent preparation for each viewing.



Cleaning

Outsourcing professional cleaning is a great way to save time and ensure your property is presented to the highest standard. Organise a thorough; deep clean before the house is styled, and each week for maintenance, especially if you have children!

Quick tip – Explain to your cleaner that your home has been professionally styled and that furniture, accessories and soft furnishings must remain in the same place. You can provide them with pictures to avoid any confusion.



Carpet Cleaning

Don't underestimate the impact of the initial impression. If you don't need to replace your carpet, it is imperative to have them professionally cleaned as this can make your carpet look as good as new.

Quick tip – Book carpet cleaners for the day prior to your styling, any earlier could risk them getting marked or stained with any maintenance work that might be undertaken on your property.

Pets

Most people love pets but we recommend housing them elsewhere during the sales campaign. Perhaps a family member or friend might care for them. The odour of pets can dissuade prospective buyers, so the smell needs to be removed along with any pet paraphernalia, such as toys or pet food.



Toys

While toys are most parents' nemesis, they are simply part of family life. Only keep a minimum amount of toys at home, the rest can be stored. Designate one cupboard or box for toys that can be easily cleared away before viewings.

Create a *Space*

An area can be designated to store kitchen items and utensils that are in daily use. This ensures a quick tidy up is possible at short notice.



Quick tip : Extras – If you need to quickly exit your home for an inspection, keep a laundry basket at hand to load any projects or paperwork that you have lying around. When you leave, put the basket in your car.



Ambience

It's crucial to convey a relaxed and peaceful atmosphere to attract potential buyers. While the styling team has already increased the potential value of your home, a few additional touches can further increase its emotive appeal. Provide a few extra candles to be lit during viewings and leave matches or a lighter in a drawer nearby to facilitate the agent. Background music can create a welcoming ambience; so if you have a speaker system, choose a playlist that sets the right mood. If you're selling during the colder months, a warm ambience is particularly enticing, so consider this before storing heaters.



Property Styling Misconceptions →

Many buyers would attest to the fact that purchasing a home can be less about finances and more often about an emotional connection. Property styling is a highly effective way to help potential buyers feel an instant connection with your home. Despite the overwhelmingly positive results, there are many misconceptions about property styling, however once you understand BOWERBIRD's specific services, you'll see that hiring a specialist is an essential investment.



Property styling is *not* exclusively for the Luxury Real Estate Market

Every vendor shares the same common goal, a desire to sell for the highest price possible. Property styling is still a growing industry in Australia and was well received in the luxury market from the outset. Every property should be presented in a way that showcases its best features and offers a layout that emphasises space and flexibility, regardless of whether the property is a palatial luxury residence or a small inner-city apartment. In many cases, a property that has limited space is in greater need of the creativity and expertise of an experienced styling team to convey the proportions and potential.

Property styling is *not* too expensive



Styling a property for sale is very affordable when viewed as a return on investment. Furnishing a vacant property is crucial to add warmth, style and create a memorable space. With less than 10% of people able to “visualise” enhancements to their property, styling can make all the difference to how it’s perceived.

Professional property styling can cost as little as \$2500, a small investment when you consider the increased value to your home. The irony is that a vendor who has not considered styling may reluctantly agree to a price reduction of \$20,000. Styling could have resulted in the maximum sale price. Property styling won’t cost you money, it will make you money.



You may think because you've had your home styled by an interior designer/decorator that you don't require the services of a professional property stylist. However this could be the exact reason that prevents your home from reaching the highest sale price.

An expert who works solely as an interior designer will curate a scheme that reflects the homeowners taste in furniture, colours and design. In preparing your home for sale, your objective is exactly the opposite. The goal of the property stylist is to de-personalise the home to create an appeal to a broader audience.

Property styling is *not* the same as Interior decorating

A property styling expert must have extensive knowledge of the real estate market, be up to date with current design trends and they will know how to effectively minimise a property's shortcomings.



“We’re living in the home we are trying to sell, what’s the point in styling?”

Selling a home while you’re still living in it can seem like a daunting process, especially if you have children! However you can rely on your professional property stylist to minimise this stress. They can also provide tips on how to keep your home organised and ready for inspections at short notice. Moving out while your home is on the market is a small inconvenience compared to the potential return.

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LOVE THE DETAIL

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