

Preparing your home for sale

Before you put your house on the market, get to know your competition, and make sure your house is looking its best. Here are some tips to help you figure out what to do before you sell, and how to attract buyers' attention.



Do your homework

Check out the competition

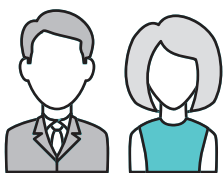
It's always good to see what else is out there. Go to open for inspections and compare your property with others in your area. Your agent will be able to do the research for you and give you a complete list of sales in your area.

Understand the market

To find out a little bit more about the market, look at sold properties or ask your sales agent for a complimentary property appraisal. They will have local and market knowledge to help you get a good idea of what your property is worth today.

Think about what buyers want

Different people have different needs, so it's always a good idea to think about what buyers might be looking for before you start the selling process. For example, young families may prefer to have a separate bath or fenced property.



Disassociate yourself from your house

Your personal mementos make your house a home. So it stands to reason that buyers will find it hard to imagine living there if it is filled with your family photos and heirlooms.



Repairs and renovations

For many people, selling their property gives them the perfect opportunity to make minor repairs and touch ups they may have been putting off for a long time.

Doors that do not shut properly, holes in walls, peeling wallpaper and leaking taps are just some of the things that can turn off buyers yet are relatively easy to fix.

You may want to think about a fresh coat of paint, remember to keep the colours neutral as this will appeal to more people.

Major and costly renovations like bathroom upgrades can be a great way to make your property more appealing to buyers. But make sure you are not overcapitalising and that you will be able to make your money back.



Style the house for buyers

It is always a good idea to know who your potential buyers are likely to be, whether they are families, singles, first home buyers or couples, so that you can dress the home in a way that appeals to them. You can either do this yourself, or hire one of the staging companies in your area. Your agent can recommend someone.



Declutter and clean

Before you start the selling process, it's a good idea to think about the space in your house and how you can make the most of it.

You may have the greatest space in the world, but clutter is only going to obscure it and make the rooms look smaller. Think of it as a head start on packing up your property.

Top tips

- + Consider hiring a storage unit to house all those objects that don't have a place in the house.
- + Clean everything - from skirting boards to walls, taps and behind fridges.
- + Consider getting your carpet and oven professionally cleaned.
- + Buyers are likely to open your cupboards and wardrobes, so make sure you take time to arrange and declutter these too. Remove jewellery and other valuables.

Want to know more about how to add value to your property? Contact Jellis Craig today.