

# JODIE BROOKS Real Estate

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## PREPARING YOUR HOME FOR SALE



- ✓ Whole house
- ✓ Dining Room
- ✓ Laundry
- ✓ Reassessing your belongings
- ✓ Kitchen
- ✓ Bedrooms
- ✓ Exterior, Yard, Garage
- ✓ Make your interior look bigger
- ✓ Living Room
- ✓ Bathroom
- ✓ Where to start

# WHOLE HOUSE - Make it inviting!

Evaluate every room in the house as though you were a stranger. The easiest way to do this is through a photo. Walk in to each room, take a few photos from the doorway. What strikes you first? How about the lovely vase from Aunt Helen that doesn't quite go with anything else in the room, for example, does it help sell your home? No? Then pack it away.

Is there a really nice 'hero' piece that brings the room together, perhaps a nice piece of neutral art? Then keep it there and work with it.

The following points below will give you a guide line to go by:

- Rearrange furniture to maximize visual floor space
- Have 'layers' but not big collections of knick-knacks or figurines
- Reduce or add house plants to a balanced number - prune and nurture them so they're looking their best or buy new ones
- Remove any bulky furniture that you can live without - store, sell or donate
- Remove all but a few decorative books from bookshelves - adds to the feeling of space
- Pack away family photos to de-personalise the home - Buyers want to be able to imagine their family in the home
- Reduce the amount of wall art to one or two items per room
- Add lamps to any dark spaces to brighten the room
- Avoid using Scented candles, sprays, and plug-in air fresheners
- Use an essential oil diffuser for a fresh and clean smelling home
- Remove any ashtrays throughout any part of the home or outdoors areas



Your home will be on display for everyone to see, both digitally online and in person. This is your chance to give your home the opportunity to shine and get you the best price you can.

If it's dirty, musty and dusty, Buyers automatically discount their pricing as they can feel that if the parts they can see easily aren't maintained then the bones of the home probably aren't maintained either.

If it smells fresh, looks clean and shiny, they will have more confidence in the quality of the property maintenance. Even your roof is seen online.

## **Dust and clean everything**

### **Replace, repair or repaint if necessary**

- Clean walls and ceilings
- Skirting boards
- Ceiling Fans
- Blinds
- Windows
- AC filters
- Light bulbs
- Light Switch Covers
- Wash front door
- Doors & Door Knobs
- Carpets
- Interior & Exterior
- Rangehood
- Roof and downpipes





# KITCHEN - Clean and Clear

- Clear all items from kitchen counter tops, except for your three layering items
- Clean the stove, oven and microwave
- Repair broken or loose corners on counter tops
- Put away all mops, brooms, vacuums, etc.
- Remove any pet food/water dishes before showings
- Box up any dishes and cooking supplies that aren't needed in the next three months
- Clean tile grout, bleach if needed
- Clear the refrigerator of magnets, pictures, etc.
- Replace burner pans on the stove if worn
- Empty the garbage before each showing
- Organise pantry to look nice and neat
- Scrub/polish the sink to make it look like new again

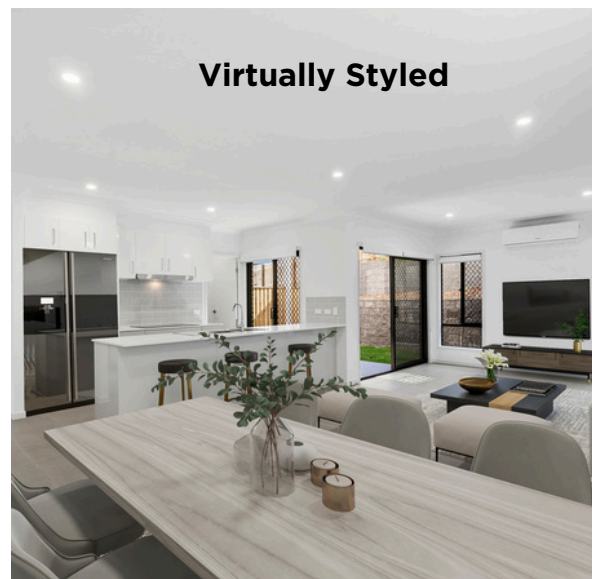
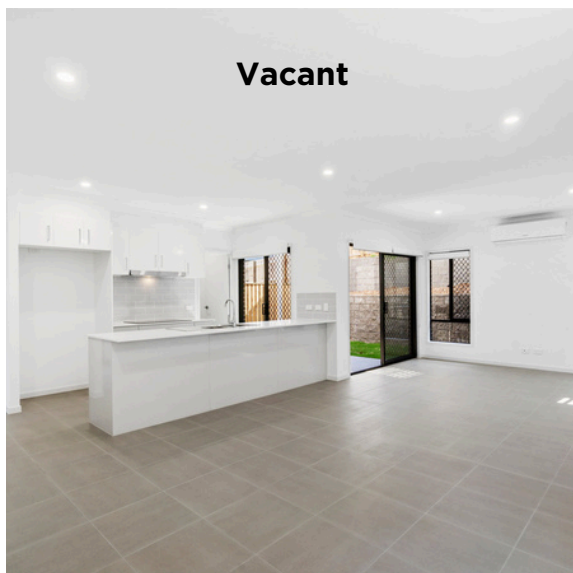
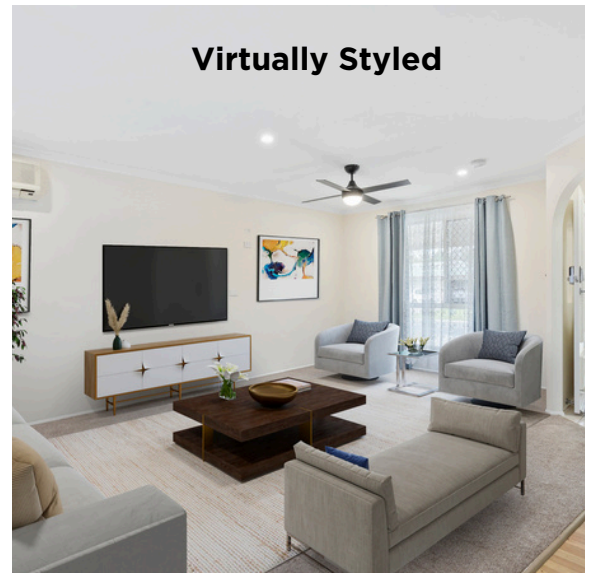




# LIVING & FAMILY ROOMS

- Maximise visual floor and wall space
- Keep coffee tables clear with maximum 3, neutral, things on them
- Keep furniture at a minimum with clear walk ways
- Use cushion, throws and rugs to soften the space. Add layers

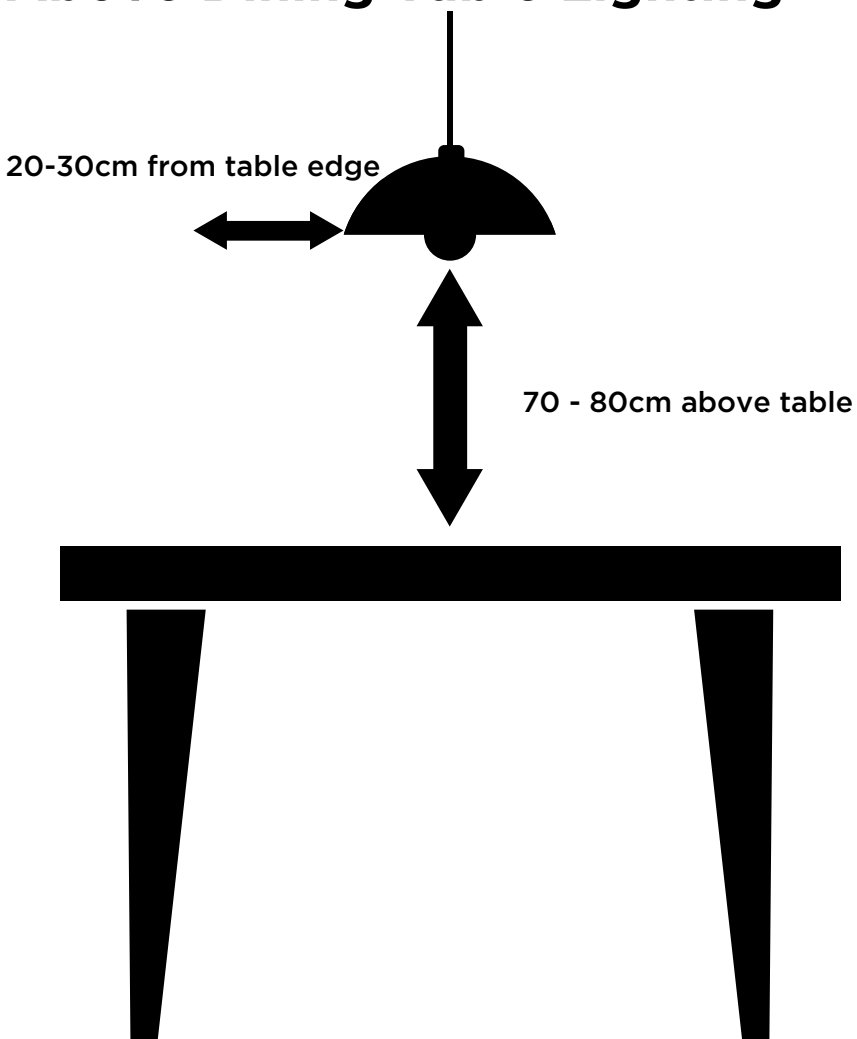
Don't be fooled into thinking it would be easier to just have an empty room. Without furniture, a room has no emotional pull. It makes it very hard for Buyers to visualise it with their furniture in it. It's usually around \$50 per photo to virtually style a photo. It creates a mental anchor point for Buyers of what can fit in a room. When they attend the open home, yes, they will see the empty room but the anchor point is already in their mind. An emotionally attached buyer will usually pay more for a home.



# DINING ROOM - Maximise space around the table

- Keep dining table clear except for a nice centrepiece
- Remove extra chairs from the table and dining room
- The table should seat 4 to 6 chairs maximum
- Keep furniture at a minimum
- Use a mixture of wallpaper and paint on walls
- Add a rug under the table
- Cushions can be added to chairs to add character and / or colour
- A hero piece in the room in the form of a piece of art or centrepiece to create a theme for the room

## Above Dining Table Lighting



## **BEDROOMS - Clean and fresh smelling**

- Invest in new bedspreads
- Clear off bedside tables, dressers, etc.
- Store daily necessities in drawers or closets
- Organise closets to be nice and neat
- Keep closet doors closed
- Keep all the floors clear and vacuum regularly
- Remove all wall décor, other than tasteful art
- Repair any holes or damage to walls
- Make beds daily, especially once listed in case of unexpected viewings
- If your pets sleep on your bed, please remove any trace of them from the room. Use a different doona etc. Your Buyers may not appreciate their scent. It has been known to put Buyers off making offers altogether.





# BATHROOM - Clean and bright is the key

- Clear and clean ALL surfaces
- Fresh new towels make a big difference to a bathroom's appeal
- Fold towels in thirds on towel rack in only one or two colours
- Clean (or replace if damaged) all shower curtains or shower glass
- Clean or Replace grout and caulking to make it look fresh again
- Put cleaning supplies, shampoos, makeup etc in draws or on shelves in tasteful baskets
- Display a bottle of hand soap or bar of soap
- Remove all unnecessary items
- Clean any mouldy areas
- Take off all cloth toilet lids & keep lids closed. Does your toilet seat need replacing?
- Organise cabinets to be nice and neat



## LAUNDRY - Make it look clean and spacious

- Put all of your laundry detergents and supplies in cupboards or modern storage baskets
- Keep floors cleared of clutter and mop regularly
- Keep all surfaces and sink clean and empty
- Remove any and all clothing, dirty or clean.
- Style your laundry



## **EXTERIOR - Step back and evaluate**

- Clean or repaint the front door if necessary
- Replace any rotten wood on the exterior
- Pressure wash any dirty/stained concrete
- Wash windows, inside and out
- Repaint the exterior and trim if needed
- Sweep all walkways, patios, porches, and decks
- Re-stain deck wood as needed
- Use outdoor furniture to show use of space



## **YARD & GARDEN - Keep it tidy and looking nurtured**

- Prune bushes and plants to look healthy
- Do not allow shrubs or plants to block windows
- Weed & remove any dead plants in all planting areas
- Put down fresh mulch to restore color contrast
- Keep the lawn freshly mowed, edged, and fertilised



## **GARAGE - Tidy and clean with good storage**

- Clean and sweep out the garage
- Keep storage nice and neat
- Clean and Repaint dirty areas
- Pack away anything you can live without for the next 3 months
- Sell, donate or dispose of items you no longer need





## Where to start? - Only own what you love or use

Don't become overwhelmed by the process. Take it step by step, or in this case, room by room. Start by going from room to room, you can compartmentalise the decisions only to that room, thus making it easier to envision what you need and what you don't. You need to take as much emotion out of the equation as possible. This is often easier said than done.



- Pick one room and just focus on that till it's done. If you try to do too many rooms at a time you will start to feel like it's just all too hard. Take a photo once you've finished to check if there is anything else you've missed. Photos don't lie. Does this room look like it's ready for listing photos? Is this how you want the world to see your room?
- Start the process early. The earlier you start, both mentally, and physically, preparing your house to be sold, the easier it will be when the day comes to move out.
- Focus your emotions on your next home. It is much easier to focus on positive emotions going into your new home than to dwell on the loss of a home. It is the people that hold memories, not places.

# Reassessing Your Belongings

Many people find decluttering their belongings overwhelming, as over the years we all collect so much 'stuff'. There's even a new word for it - 'Stuffocation'!

Don't be afraid to be ruthless. Ditching clutter can be tough so it's important to be strong and decisive when doing so. Approach it as though you're having a spring clean, or a house detox. Are you still holding to items that you or your kids have outgrown? Sell, donate or dispose of them. Now is really the time to follow the mantra "throw out items that you haven't worn in a year". Look at the clothes that give you joy and for those that don't then donate, sell or throw away.

Knowing how big your new living room and bedrooms are will determine if your old furniture can still squeeze in or will it get dwarfed by the vast expanse of your new lounge room?

Measure your bed frame, dressers, sofa and other large items that you intend on taking with you. Draw a map of each room in your new place, marking the lines with their length. Now loosely draw each furniture piece onto the map and mark its length and width. Graph paper is good for this. This will give you a good representation of what's going to making the moving cut and what won't. How big is your new kitchen going to be? Do you need all of those containers without lids still? Plastic's cupboards seem to have a life of their own. If you have items that you only use once a year if that perhaps it's time for a cull, unless your new home comes with a butlers pantry.

## Important Documents

An absolute must is to gather all your important papers together and make a plan for putting them somewhere safe. Don't pack them in to storage, you may need them if they relate to your identification, property, mortgage or insurance.



# Make your interior look bigger

1. Vertical wall space can be used to create more storage or interest in a home. Add some shelves for interest to break up a wall as long as it doesn't impede a walk way.
2. Your furniture choice can make a room feel bigger than it is if there are clear, easy to move through walking areas. Having to squeeze past chunky furniture immediately makes a room feel smaller. Less is more in this case. Look at two chairs and a short table rather than a large couch if the room is on the small side. Choose furniture and greenery that fits the space. Adding greenery or a vase with flowers can brighten up a small space too.
3. Keep your colour choices light and neutral to avoid polarising buyers with your colour palette.
4. Keep your blinds or curtains open to create the illusion of more space, unless there is something hideous that can be seen through the window that you can't remove. Raising the height of the window coverings makes the room look taller and hence larger.





# To make your home look bigger for sale

5. Each room should have a hero piece that you design the room around. This could be a piece of art, an accessory such as a vase or a throw that ties it all together. Your hero piece should be placed in an area you want to attract the buyers eye to.
6. Hanging a mirror that reflects the outdoors brings that view inside.
7. Use white or neutral coloured bedding and window furnishings. Lighter colours reflect the light.
8. Remove clutter but do keep layers. We don't want completely bare side tables. A nice book or lamp, but no more than 3 items that aren't over large.
9. Bathrooms - add shelving for more storage.
10. Pops of colour in rooms should be just that, pops of colour, not a whole wall.
11. Vignettes create a emotional pull. These can be things like the open book, reading glasses and lamp on the bedside, or a jug of water and glasses on the the outdoor table, or a chopping board and cook books on the kitchen counter. It automatically helps buyers to connect with the space subliminally.
12. Keep your furniture neutral but remember to have your hero piece in each room of the home.





I am always happy to provide you free, expert advice regarding your existing or future home.

There is a lot to think about when it comes time to sell your home and a fresh set of experienced eyes can save you spending on parts of your property that aren't going to necessarily add more value to it, whilst other parts could do with some cost effective attention.

**FINALLY, and most importantly, when you are ready to sell, or need more advice, call me**

*Jodie Brooks*



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**Stress-Free Home Sales**  
**Helping Sellers To Their Next Chapter**