

How to present your home when selling

by Adam Smith

If you're looking to sell a property, presentation is paramount. Here are some top tips from the team at Iron Bridge Real Estate on how to stand out in the crowd and appeal to potential buyers.



First impressions count

When a buyer approaches your house, the exterior makes the first impression. Overflowing bins, an overgrown yard and piles of shoes near the front door don't get a good response – your home needs to look loved and cared for from the very beginning.

Create a good impression right from the start – make sure your letterbox is in tidy working order, clean paths leading to the front door, and trim any overhanging branches. You want to make it as easy as possible to like your property! Adding something as simple as a pot plant or a new doormat can rejuvenate your entrance and make your home seem more welcoming.

Keep it clean

Cleaning your house is a no-brainer. It's a big mistake to assume buyers can look past a messy kitchen or sticky floor. While you may be accustomed with how your home looks, the first time the buyer sees it, is the memory that sticks.

Remove pet hair and pet odours. If you're unsure if your home has any funny odours, ask a friend to give you an honest opinion. The best smell when selling is fresh, clean air. Cleaning costs nothing – but is well worth the effort.

De-clutter

Stuff seems to accumulate the longer we live in one place. Use moving as a motivator to de-clutter your home, and get rid of anything you don't need. Box up anything you're not ready to part with and put it in storage. Sell any larger or expensive items on Trademe, Facebook or hold a garage sale. After all, one man's junk is another man's treasure!

Not only will de-cluttering help get rid of any unwanted items, it opens up your home to create a more spacious feel. It'll make your home feel like a loved and well-ordered place to live, exactly what buyers want! Investors included.

Routine maintenance

Has the number on your letterbox fallen off? Does the front gate get stuck? Do you have a squeaky front door? These may sound like trivial details, but you can bet buyers will notice. While a complete renovation may be unnecessary, it is worth taking care of the little things.

Finishing touches

Showcase your home with simple finishing touches. It doesn't have to be anything dramatic – think streak-free mirrors and clean windows, well lit rooms, fresh flowers or pot plants. Small details can add to the overall image of your home and make it a welcoming atmosphere for potential buyers.

If you want to know more about making your home as appealing as possible to buyers, [talk to our experienced Iron Bridge team](#).