

mre

McLaren
Real Estate

FOR HOME
SELLERS



8 Fatal
Mistakes
that are
Murdering
your
Sale Price

CALL US TODAY

1800 673 673

(MRE MRE)

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#1 First impressions are paramount

- Look at your property from the OUTSIDE to start with, and what do you see?
- **WHAT YOU'RE LOOKING AT RIGHT NOW IS WHAT POTENTIAL CLIENTS SEE FOR THE FIRST TIME ON SOCIAL MEDIA AND ALL THE ONLINE PORTALS WHEN YOU GO TO MARKET**
- Now be honest with yourself, is what you see here ENCOURAGING you to find out more on your property? If the answer is yes...GREAT! If the answer is no, lets get to work on fixing a few items we know are costing you a BOMB! Remember the more people that view your property in detail the more people will want to see for themselves what your home is all about which translates in to \$\$\$.



#2 Clients now want to see inside

- So they have clicked on the advertisement online because you have #1 all sorted to draw them inside, great job!
- It's so important as soon as someone walks through the front door for the first time, we are appealing to as many of their senses as we can.
- Add fresh flowers where you can which impacts sight and smell
- Open blinds and curtains to allow loads of natural light in, visually this gives an ambience of space and cleanliness. If we don't have good lighting we may have to put in some new LED lighting to give a more modern feel
- Have soft music playing inside which can take away any outside noise and creates a place to relax, if you don't have any we would be happy to supply you some. More upbeat music out near the pool area to create more of a party vibe also helps.
- **LESS IS BEST IN ALL THE ROOMS TO CREATE A SENSE OF SPACE AND ORGANISATION. WE WANT THEM TO FEEL THIS IS HOW YOU LIVE ALL THE TIME**

#3 Believe it or not...people don't want a renovators DELIGHT!

Often we are asked, should we renovate the big budget items such as the kitchen and bathrooms? These big budget areas need careful consideration and planning to determine whether now is the right time to carry out these works or we leave it to the buyers.

- For instance – If any structures are broken, run down or out of date, then the answer may be yes to renovate, replace or repair. This doesn't necessarily mean you have to now spend \$100K to rectify. Talk to us about what quick and cost effective ideas we can do to correct the problem.
- If your home is in relative good condition, maybe all some areas need is a 'freshen up'. It's surprising how repairing a tile upon entry, adding some new tapware, a coat of paint here and there or putting some new mulch in the gardens can give a new lease of life and add great value to your home. Flooring in any home can be a major alarm bell when buying, so it's important we get it right. Professional carpet cleaning is the most affordable way to bring carpets back to life especially in high traffic areas. We have flooring experts whether your floors are a combination of carpet, tile or timber to bring them alive.



Why not take advantage of our 'FREE Property Analysis'



Book your meeting now and have one of our licensed agents visit your home, inspect and review all these items and more and help you get best prepared for the market.

#4 Is styling really necessary

With all the television shows today showcasing how styling a room, a garden or an entire home can be game changes when selling, it's no surprise it works. It can be as simple as removing or rearranging a few items in each room to best utilise space and lighting.

- Adding attractive furniture to some rooms ensures that rough edges aren't the only things that potential buyers see. It's not about trying to hide anything, but simply accentuating the home's strong points.
- If the home is empty then yes, professional styling is the way to go. For just a few thousand dollars, styling a home can add tens of thousands of dollars to the sale price and be one of the best investments you make.
- Don't forget, Less is best! Too much furniture especially in small rooms crowds a room and space saving furniture helps create a good use of space rather than being crowded.

#5 Stop polarizing your money away

It's important your buyers see a neutral canvas to which they can add their own tastes too. Heavy duty, extreme, offensive items can all polarize a buyer and these items can distract the purchaser's attention away from them envisioning themselves living there and buying the property.

- Get rid of that bright pink feature wall. I know you love it but at least 95% of the potential buyers will see it as work, that they will have to do before moving in.
- While provocative, sexual, nude paintings and decorations may be your cup of tea. I guarantee most buyers will be put off by this. The last thing you want is the buyer imagining the current owners provocatively in their new house... Grose right?
- Don't assume what you like is what everybody likes. Individual taste vary. Getting rid of items such as religious paraphernalia, toy collections, etc....That may not appeal to the potential buyer is important.
- Less is More.... It needs to feel homely so that they (the BUYER) can imagine living there.



#6 Appealing to the sexes

Studies show that women make 84% of all household decisions... And yes buying a house is certainly one of them... Having your home as appealing to the mum of the house as possible will see a much better result. Lets face it. If mum don't like it... Not much chance they are buying it.

- Understanding the key areas that appeal to each sex within your home is critical. What could appeal to the guy, may polarize the lady of the house and vice versa. Gearing the house to appeal to both sexes hot points will see them willing to pay more for the property.
- Generally a women is focused on the family areas within the home. Spaces where her friends and family will congregate are extremely important and need to be areas to which she is proud to entertain there.
- Guys are generally more focused on utility spaces. Areas where they can envisage themselves getting tasks done and housing those item's they need or hold dear. (workshop, garage, sheds etc).
- **Interestingly outdoor entertainment areas, alfrescos, BBQ areas appeal equally to both mum and dad of the house. These areas appeal for different reasons but are definitely on the buyers lists of high important preferences when buying.**

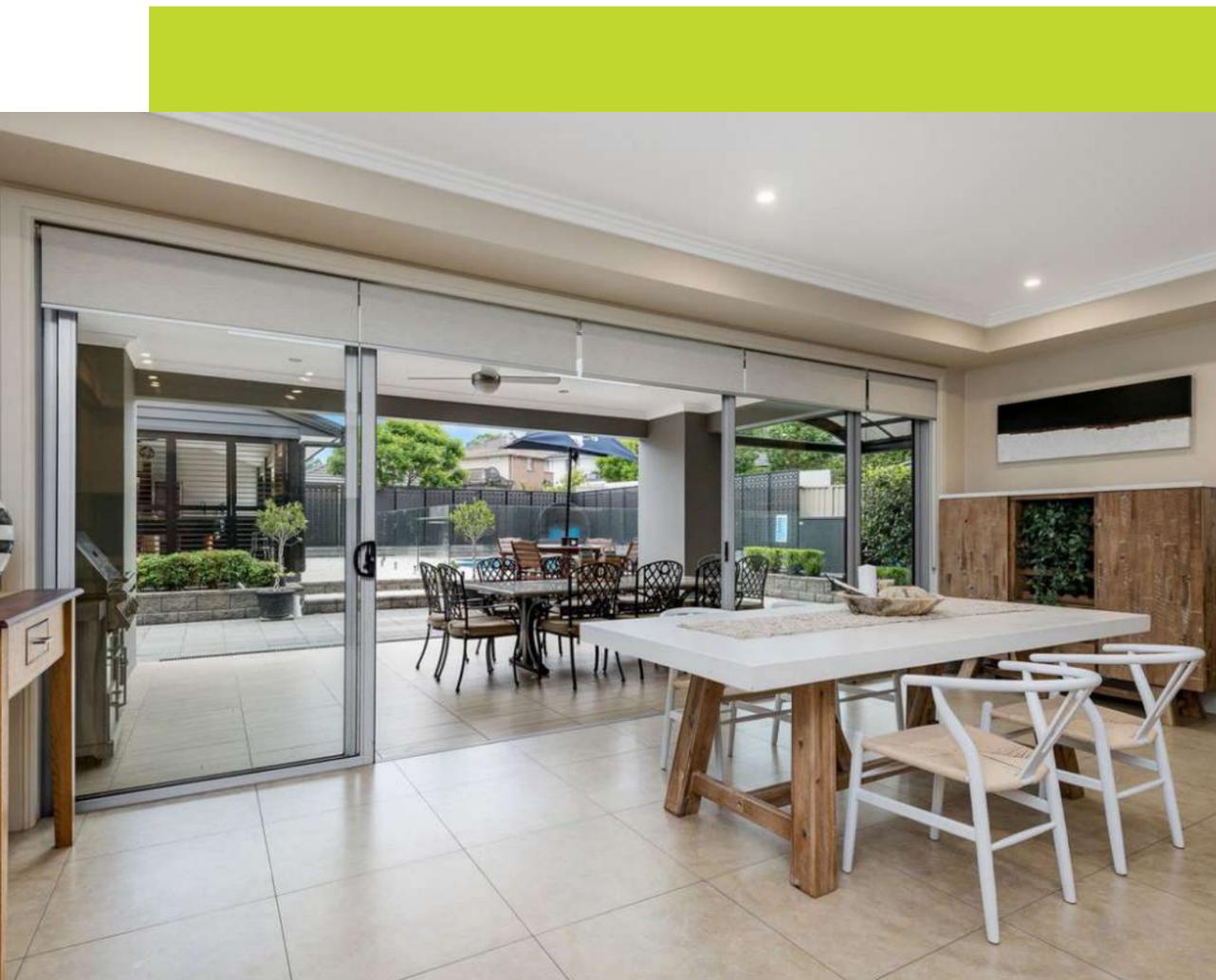
#7 Pets can Smell

This is not a necessity but if you can, move your pets out whilst on the market certainly for inspections. we understand this, however they don't see or can smell them as much as a new set of eyes or nose will.

To consider:

- There is a huge population of people with allergies these days
- You probably don't smell anything BUT clients can and do, which can be a major distraction
- **Get a close and honest friend to swing by and see if they can see or smell anything that resembles your pet**
- Have the carpets steamed cleaned or even replaced subject to the condition. New carpet looks good, is cheaper than you think and smells great
- Make sure to move and blankets, beds, bowls any toys which may be lying around the house
- Back yards are often damaged by pets, so look at returfing or fertilising to get grass as healthy as you can
- Fresh paint on walls can also help a house smell new

The 1st time you meet someone. You make sure you hair is brushed and neat, your clothes cleaned and pressed, and your shoes polished. First impressions of your home isn't any different.



#8 Clean Clean and Keep on Cleaning

That's all..... no one wants to see a home that hasn't been cleaned to the best of its ability.

- Nothing to be left on the kitchen bench or in the sink
- No tooth brushes, shavers, shampoo, dirty towels and floor mats. Yes it happens.
- Clean all toilets, throw in some aquaduck to give it a nice smell
- Nothing is or around the basins in all bathrooms and laundry
- Make sure to clean away all cobwebs, dust and grime
- Of course make sure you mow the grass, tidy up the garden beds, square off the hedges and hose down the paths

Shhh!...We have a secret.....at MRE, we have established partnerships with lots of trades and we can arrange all this for you, so you don't even need to lift a finger if you don't want too.

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'Where it all begins'

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