

SPRING &
SUMMER

2017



LOUISA JANE INTERIOR'S

Newsletter Spring & Summer
2017

Spring is in the air and I can't believe how quickly it has come around!

If your thinking about putting your house on the market here's a helpful guide to getting your property looking and feeling its best. Even if your not selling your home, shouldn't it be looking and feeling it's best anyway?

"The question is not what you look at but what you see"

Henry David Thoreau

A Basic Guide to Home Staging

Curb appeal

First impressions count, consider painting the front door and renewing the door furniture. Adding fresh plants and tidying the garden will ensure potential buyers get the message that you care for your property and in turn will make it much more appealing.

Clean the property

Clean the property from top to bottom, including windows, doors and skirting boards. Have carpets professionally cleaned and warn floorboards revarnished. Wash curtains, add fresh bed linen and towels.

De clutter - everything should earn its place

There should be a minimum of half a metre floor space around each piece of furniture that you can step around. Ensure each piece has a purpose and serves the space well. It should enhance a space not overwhelm it. De clutter everything, including Bathrooms, cupboards and cloakrooms!

Remove old dated pieces

The general rule of thumb is if it's over 7 years old its dated and out of fashion! Of course there are exceptions with the vintage arm chair or the kitsch table that adds character and warmth. Generally modern living sells. Replacing key pieces can be very costly so consider up cycling or sourcing new pieces from markets or auctions.

Balance & purpose

Be careful with large items! These can make a room feel smaller and draw the eye inwards rather than outwards. Large items also need to balance a room, like a rowing boat. If large items fill one corner and the rest of the room isn't balanced with similar pieces it can feel unbalanced and uninviting. An example of this is a corner sofa, they can look modern and luxurious but if consideration isn't given to the rest of the room it will tip!

Consider the target market

Consider who would want to buy your house. Are you trying to capture the hearts of the young or old? If there are good school's in the area a family will be attracted to your property. What can you do to connect

With thanks



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Whether you are home staging to optimise the sale of your property or looking for some affordable alterations for your home, louisa jane interiors can help.

emotionally with who you are you staging for? A good example of this is if you have turned a bedroom in to a study or gym, it may need to be turned back into a bedroom so that the buyer can easily see its full potential.

Find the focal point and make it memorable!

Each space should be remembered for its purpose. Find the focal point, i.e. a bed, fireplace, sofa, dinning table and work around it. The buyer should easily be able to remember each space and its purpose. “the office had a great view of the garden” or “the bed was framed perfectly against that textured wallpaper”. Enhance what the property already has to offer. Create emotion with pops of colour, textures and points of interest. Boring doesn't sell.

Avoid personal taste

Personality can really make a house feel like a home but too much can overwhelm the buyers mind, making them unable to visualise themselves in that space. Having said this, do not get too caught up with the detail. Home staging doesn't have to fit perfectly. Its not a deal breaker to have the wrong shaped table or not enough chairs. It needs to be ‘just enough’ to create atmosphere without being overbearing or compromising the space you are trying to sell.

The WOW factor

In order to ensure you maximise your return and get ‘top dollar’ for your property it should stand out from the crowd with the WOW factor. This can be achieved by adding some luxurious wall coverings. This could include a textured wall covering in the hallway, wallpapering a boring cloakroom, adding a chalk board feature wall or updating a kitchen splash back. Give the buyer something to say WOW.

The way you live in your home is very different to the way you sell a house....

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