



**Property Styling
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Property Styling Success Secrets

Just listing your house in whatever state it is in, then hoping someone will buy it is not the best way to sell your house.

Selling a home is a very emotional experience.

You could be selling the home that your family grew up in because you are downsizing, or you need to sell your home after a divorce. **Both of these situations will affect you and effect how successful the sale will be.**

If you unconsciously do not want to sell your home that will come across through how your home is presented. This could result your home going unsold for months, causing you more stress and worry than is necessary.

It will therefore be beneficial to have mentally moved on from your current house when you decide to put it on the market. That way you will be open and willing to take the steps necessary to achieve the sale you are looking for.

Buying a home is also an emotional time.

You need to have your house set up in a way that allows a buyer to imagine living their life there.

They will be able to image how wonderful it will be to have a family Christmas in the dining room; how there is plenty of room for the family to grow, how all their possessions will fit in nicely without the hassle and expense of needing to redecorate.

Those are some of the thoughts you want the buyers to have while they are walking through your house.

If you feel your house is not quite ready then read on to learn the success secrets which will get you going in the right direction. If you need a bit more hands on help then visit www.purelypeppermint.com which is here to assist you.

Keep colours neutral

One of the most common mistakes people make is to rush out and paint every room in cream or the infamous magnolia (beautiful flower ugly paint colour). This can result in most of the life being drained from the house leaving a cold soulless shell.

Remember in the introduction I mentioned that **buying a house is an emotional time** and a lifeless house will not allow the viewer to make any emotional connection to it.

Keeping the colours neutral still allow for plenty of possibilities. You could use any of the beautiful light neutral, greens, yellows, blues and pinks with fabulous names like Jade White, Day Dream or Camisole Pink.

Just remember that your red walls with bright pink trim may not be to everyone's taste.

Tone any vibrant colours down to appeal to the broadest range of people. You want the potential buyers to imagine their possessions in your home without any interference. They should feel like the place is ready and all they need to do is just move in.

De-Clutter

If you think it is safe to put all your extra clutter into a cupboard or a wardrobe and the viewer will never look, think again. They will be looking in almost **EVERY** cupboard and drawer to see what you have and find out how much storage is available.

When preparing your house for viewing de-clutter from top to bottom and don't hide anything away. Houses without clutter and mess will look larger, well maintained and have enough space for the potential buyers' possessions.

While you are de-cluttering and clearing out it is a great idea to start boxing up items you will not be needing in the next few months or till you are in your new home. The clearout will leave you with fewer items to move and packing unneeded items early will help to relieve the stress of organising everything in a last minute rush.

After all who wants to pay to move unwanted, clutter, junk or mess?

A few personal items

It is very important to de-personalise your house for viewing. Just like painting everything cream will drain the life from a house. Having all your life on display may create an uneasy feeling for the potential buyer, like they are interfering in your personal life.

You may love the:

- Exotic art collection
- The 20 grandchildren photos on the living room wall
- Every stuffed animal you own on your bed

OR

- Football poster collection

This is not the best way to stage your house. Keep one or two personal items on display. This gives the house a lived in and loved feel, but still allows it be seen as a blank canvas so the viewers can imagine already living there.

In-depth clean

When you put your house on the market and it will be open to being viewed you must make sure that it is constantly kept tidy. To make this easier have your house **professionally cleaned from top to bottom**.

Make sure the:

- Curtains, carpets
 - Windows, walls
- And
- Cooker practically shine

A clean house looks like a well maintained house and makes your property very appealing. The viewer will feel like they can move right in without stress.

Once professionally cleaned keep you property looking its best by making sure the dishes are not left in the sink and that dirty laundry is put in a hamper. Spend a few moments before rushing off to work in the morning to tour the house and tidy away anything that has been left out and could have a negative effect on the sale.

There is a definite theme running through all these secrets and that is to create the look of a wonderful home so that the potential buyer will fall in love with the place. One of the many feelings you are trying to create is the feeling that moving into your house would be easy, stress free, with very little hassle. The feeling that all they need to do is move in and unpack, no cleaning, no decorating, no renovations (more on that next). If your home looks like a lot of work the price you achieve will reflect this.

Make minor repairs

Just think about all those little things you have been putting off, by saying 'I will fix that one day'. Well, that day is here.

The potential buyer is walking around your house looking for faults and reasons to try and negotiate the price down. Remember you are aiming for a positive emotional response and having loose carpet or peeling paint will not enable that response.

Unless you want to achieve a lower price for your house, then make sure all repairs are completed and your property is at its best.

Walk around the house with a very negative eye, what do you see?

- Is there torn wallpaper
- Leaky taps
- A broken gate
- Doors that don't close correctly

Once you have made a note of all the repairs that need to be fixed, get on and fix them. Just because you have put up with them for years, does not mean that a viewer will be willing to do so as well. If you are going to sort the repairs yourself, make sure they are completed to a professional standard as bad DIY has the same negative effect as unfinished repairs.

Manicure the lawn

The outside of the house is the first time a viewer will see your property. If it looks messy, overgrown or poorly maintained it will not have the ideal effect you would hope it would have. Make sure it looks inviting, enticing the viewer in rather than encouraging them to keep on driving by.

Have your lawn cut regularly.

Trim trees

Pull weeds

Keep clear of clutter and rubbish

Put bins away

For an extra special feel, either plant a few seasonal flowers or hang a basket full of blooming flowers.

Set the tone for the potential buyer. Because if they have to fight their way to the front door they will already be turned off and counting the costs of getting the place up to scratch, no matter what the inside of your house looks like.

Meant to be

Viewers need to see each room set up correctly. This allows them to imagine how their furniture will look and what they can use the room for.

If the second bedroom is just full of junk the viewer may be turned off and **think of it as a junk room not as the second bedroom** they need.

If the dining room is full of toys, the table is covered with clutter and pushed to one side (making it practically impossible to use) the viewer will **not see it as a dining room**.

If the garage is full of boxes and broken appliances the viewer will think there is **no room for the car**.

Each inch of space in your house is very valuable and setting up a room correctly allows you to achieve that value.

Send your pet on a holiday

Pets are wonderful, lovely, stress relieving creatures to have around, except for when it comes to selling your home.

Take special care of any areas that your pets use.

If they sit on the couch, cover it with an old piece of fabric which can be quickly taken off when a viewer is due.

If their food dishes are in the kitchen have them on a tray which will catch any stray food and create an easy clean up routine, again if a viewer is due.

If a pet is running around the house during a viewing the potential buyer will assume your home is dirty and smelly (even if it isn't). So if possible have them tucked away or ideally see if a friend can look after them for a couple of hours or days.

The in-depth clean will eliminate any pet smells; and it is up to you to make sure any visual reminders of pets are kept to a minimum.

Lasting impression

Your home will not get a second chance to impress a viewer.

If they are not impressed with your house the first time they see it they will just move on to the next one on their list. Following these success secrets will help you to create an environment where potential viewers will be able to make an emotional connection and have positive thoughts about your property.

Remember people buy homes on how they feel not just the square footage so:

Create an impressive first impression.

In Conclusion

Thank you for taking the time to read through **Purely Peppermint's** Success Secrets. I hope you found them, enjoyable, entertaining, educational and enlightening.

These **Success Secrets** are only just the tip of the iceberg when it comes to staging your house for a sale. It is important to put the time and effort in if you want to reap the rewards of a very successful sale.

If you want to increase your chances of having that great success selling your house then these **Purely Peppermint** Success Secrets are a great place to start.

Remember you are not just selling your home; you are selling what could be someone else's 'dream' and moving onto your own.
Purely Peppermint is here to help.

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