

Lowe & Co

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REALTY

HOW TO

maximise
the value of
your house sale

WITHOUT RENOVATION OR ALTERATION

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Should we renovate before we sell?

This is the most common question for homeowners before they list, and most of the time the answer is no.

Investing in things like kitchens and bathrooms isn't a sure-fire way to boost your sale value. They're often costly and remove opportunity for buyers to add their touches.

Instead, you're better to focus on presentation of the property. Here are a few tips and tricks to get market ready without the risk of over capitalising.

STEP 1

Presenting to win: Exterior



You get one chance to make a first impression. Street presentation is key to making your home stand out. Here is how you can nail it.

- **Ensure lawns and gardens are looking fresh.** Mow lawns, weed and mulch garden areas, trim trees and hedges to allow extra sun onto the grounds.
- **Get the house looking shiny.** Washing the exterior and windows, as well as water blasting outdoor paths and gutters will do wonders to getting your home into shape.
- **Make your entrance inviting.** If needed, repaint the front door or entrance way to entice buyers. Same goes for the letterbox, fences and gates.
- **Cut clutter.** Remove all unwanted items from the grounds & garages.

STEP 2

Presenting to win: Interior



Buyers make decisions quickly and subconsciously. These practical and cost-effective changes will allow your home's interior to stick in a potential buyer's head.

- **Make the floor space work.** Showcase your amount of space by removing excess furniture.
- **Get it sparkling.** Repaint tired walls and dirty door frames, and clean or replace worn carpets.
- **Make it easy on the eye.** Remove clutter from flat surfaces throughout the house especially kitchens and bathrooms.
- **Storage is key.** Clear out wardrobes, linen and kitchen cupboards to showcase capacity.
- **Get organised.** Tidy and clean cabinets and bookshelves.
- **Bring your home to life.** Change outdated linen, introduce plants and add cushions to create a feeling of luxury and comfort. Professionally staging the home may be required in some cases, especially if the property is vacant.

STEP 3

Minor repair work



Remember buyers are looking for potential reasons NOT to buy the house. Once the large items in the building report have been addressed, it's worth making minor repairs if possible. Here is how you hold their attention.

Look to repair the following:

- Cracked or broken windows
- Dripping/leaking taps
- Handrails, doorknobs and cupboard handles that have come loose
- Check rubber seals around windows and shower doors
- Repair broken or wonky fences and gates

STEP 4

Building report



Before hitting the market with your property, it's recommended you commission a building inspection report.

There are two reasons for this. Firstly, it enables you to understand what state the property is in. Secondly, it gives buyers confidence that the owner isn't hiding anything. If there are large issues that arise from the report, you have the ability to have that work completed or you can provide quotes to prospective buyers.

STEP 5

Home staging for success



If your property is vacant or could use the addition of some extra furniture, professional home staging is a fantastic tool to help your home sing. Especially when it comes to getting great imagery. It also allows buyers to imagine how they themselves would dress the home.

Here is a list of Wellington based suppliers:

- Foxx and Filly
- Home Staging Wellington
- Tikadeeboo
- Sold on Staging

STEP 6

Final clean for photo day



Now, all the hard work is done, it's time to put the final polish on your home before photos are taken. At this point, it's all about the details.

Here is how to make sure your imagery shines

- Clean and vacuum floors thoroughly (especially important if pets are in the house)
- Get kitchens and bathrooms sparkling
- Make sure all lights are turned on and curtains are open
- Plump cushions and make all beds so they look neat and tidy
- Sweep all paths and re-mow lawns

Now you're ready to proudly
present your property and get
prospective buyers humming.

Good luck
and happy selling.

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