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LEARN HOW TO  
PREPARE YOUR  
PROPERTY THE  
RIGHT WAY

AJ STAFFORD

PROPERTY SERVICES

# An Introduction to Preparing your Property FOR SALE

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A PUBLICATION  
OF  
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# Introduction

This is your chance to be prepared so you can present your property in the best possible way to get the best possible result. For most of you, this is your largest asset and you cannot afford to make mistakes that will end up costing you time and money.

Make a commitment to show off your property in a way that will capture buyer's interest.  
Encourage buyers to inspect your property and connect emotionally.

Is it that simple?

Well, there is a bit of work that needs to be done to make sure you do it right.

**Help is available!**



**Consider your target market, trends that have an effect on sales in your area and of course your own circumstances including your budget and timeline.**

**Knowing what comparable properties have sold for and what is currently on the market will also help you to understand what buyers interest levels are for a property similar to yours.**

**Doing your research at this stage will give you an understanding of what your expectations are compared to what is being achieved.**

**It's important to be realistic.**

**Ask for professional advice from a property specialist.**

**Prepare and present your property right, and the buyers will come.**



**“Success  
occurs when  
opportunity  
meets  
preparation”**

Zig Ziglar

# Work Through The CRAP

**C**ategorise items in each area to one of the following

- Items to remain for the sales campaign
- Items to be packed in boxes and stored ready for your move
- Items to be sold, donated or removed
- Maintenance required
- Additional styling items needed for the sales campaign
- The time it's going to take

**R**earrange items that will remain to highlight your property's features and create an awareness of space

**A**sk for professional advice to re-style or style your property and make it OUTSTANDING!

**P**lan to stay organised and clean for inspections

# Categorise

Every property has its own unique features and qualities to be highlighted. This is where it's important to know what areas of your property need to be identified to prospective buyers. Your goal is to minimise the amount of 'stuff' in each area and draw buyer's attention to what they can connect with. Your Property Specialist will recommend what items to keep and suggest the correct placement of these items. Remove all your personal items and store with the items that will not be used during the sales campaign.

Sell, donate or remove your unwanted stuff now!. Think of this as your chance to start the packing process. The more you do now the less you will need to do when it comes time to move house. Storage solutions can be organised for you if space is tight or, use the space available in your garage or shed for neatly stacked boxes.

## Maintenance

Remove any objections buyers may have that could result in a discounted offer. Choose repairs that will give you a return on your investment of time and money.

As a guide:

- Repair fencing, letter box and make sure house number is visible
- Clear driveway and tidy garden
- Clean and repair gutters and downpipes
- Repair damaged fascia and eaves
- Clean and repair roof if required
- Repair any cracks inside and out
- Freshen or touch up painting inside and out
- Repair, replace or remove damaged windows and fly screens
- Ensure all steps, balconies and verandas are in good order
- Polish floorboards
- Clean or replace carpets
- Fix any leaking taps
- Update bathroom fittings and clean or paint tiles
- Change light fixtures and make sure all lights are working
- Change door handles if needed

# Rearrange

Items in each room need to be positioned in a way that creates space and welcomes people inspecting. You can create amazing results by placing items correctly or, if placed wrongly you can instantly diminish the appearance of the entire home.

You need to create a balance between the furniture and accessories to make a room feel in proportion and connect with the purpose of that room.

Make your rooms feel fabulous by assessing the size, shape and features to highlight.

It's important to create a good flow from room to room so buyers can have a direct path as they inspect your property.

Never place furniture near doorways or in a walkway.

Create a positive impression for buyers in each area and lead them through the home so they can appreciate what the home has to offer.

**If you're unsure, ask for help**

# **A**sk for professional advice

**Getting professional advice from a property specialist will make a difference to your experience and the sale of your property.**

**We will do the research and provide recommendations on what needs to be done to appeal to your buyers .**

**We will work with you to prepare a tailored plan for preparing and presenting your property.**

**We will help you with decluttering, and recommend what needs to be done to re-style or style your property and any maintenance that is needed.**

**Contact us for a chat or to arrange a meeting!!!**

# **P**lan to stay organised and clean

When you are on the market and your property is open for inspection you need to stay organised and keep everything sparkling. You will need to allow for private inspections as well as the scheduled opens.

## **Some tips to help you stay organised:**

- Keep up with garden maintenance by cutting lawns weekly and weeding.
- Remove cobwebs and dust weekly
- Have windows cleaned before photos and perform spot cleans as needed
- Clean bathrooms and kitchen after each use and keep laundry up to date
- Have a storage box (or two) ready to place excess toys, shoes, clothes, pet items and anything else that has crept back so you can easily put away during open times.
- Learn how to display your items for optimum appeal. Our property specialist will spend time with you to make sure you are confident with this
- Keep your 'display' towels, cushions, linen and other items separate and ready to display for opens
- Keep on top of and remove unwanted mess and smells from the home as they happen
- Our property specialist can organise quotes for a professional cleaner and gardener if needed during the sale campaign period

# Creating a Timeline

**Having a plan to work towards is essential.**

- Prioritise items for completion allowing for flexibility.
- Set realistic times to complete each task on your list.
- Ask a property specialist to keep you on track and help to organise the items that will save you time and money

Now create your timeline and work backwards.

Of course this needs to be flexible and will depend on market conditions, your property, your own circumstances including your budget and the time you have available to get prepared.

Knowing what the market conditions are in your area will help you to prepare an accurate timeline.

## Use the following as a General Guide:

- **SETTLEMENT** - Allow 60/90 days on average for settlement
- **SALES CAMPAIGN** – Allow 4 weeks for an auction/ set date campaign and up to 4-6 weeks for private sale – Depending on the number of buyers, their interest in your property and your expectations on price.
- **MARKETING** - Allow 1 week from the time photos, floor plan & copy writing are approved to being online and ready for your first open for inspection
- **CLEANING** – Will depend on what is required. Seek professional advice
- **STYLING or RE-STYLING** - Will depend on what is required. Seek professional advice
- **AGENT SELECTION** - Allow 3 days - 1 week. Seek professional advice
- **PREPARING** -Decluttering & maintenance - Will depend on what is required. Seek professional advice
- **LEGAL DOCUMENTATION** - Contact your solicitor or legal representative to prepare your Vendor Statement (section 32) and Contract of Sale. Seek professional advice

Create a routine and a to-do list to accomplish each day. This will help you reach your goals. Work in 45 minute sessions so you can achieve satisfying results and not feel overwhelmed. Be realistic in what you can complete in each time frame and if you finish earlier use the extra time you have to prepare and be organised for your next session.

# Learn More About AJ STAFFORD

PROPERTY SERVICES

## Complete Sale Management System

Making your real estate experience easy by helping you:

- Prepare your property for sale
- Present your property for sale
- Select the best team to market and sell your property
- Maintain control
- Negotiate a successful sale
- Provide solutions and support

### All This For NO EXTRA Cost To You!!!

Our fee structure is paid by the selected agency as a referral commission.  
A proven method of referring business to leading local agents that ensures you maintain control throughout the process and receive the best Real Estate experience.

Knowing the property is fully prepared and professionally presented for a successful sale, the selected agent can concentrate on what they do best.

Market and sell your property!!!

**Talk to a specialist today**

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