



How to
maximise the
selling price!

How to ... Make your property work for you!

OUR TOP 4 SIMPLE TIPS ON HOW YOU CAN PREPARE YOUR PROPERTY
TO MAXIMISE THE SELLING PRICE!

Welcome to Dignam Real Estate ‘How to’ series. This issue will focus on our top 4 tips to get your property ready for sale, to maximise your sale price and achieve its true value.

If you are not currently in the market to sell, these tips will help you prepare when you are ready to sell, or you can use them straight away to improve the amenity and value of your property.

If you are in the market to sell, this issue of ‘How to’ will demonstrate 4 simple ways you can improve your property, increase the value and optimise the sale price.



Lighting

Lighting is a simple and easy way you can create a welcoming and genuine feel for your property and present it in a positive way to potential buyers. Soft lighting will not only brighten up the room, but also create a ‘homely’ atmosphere. You can light up your property using dimmers, lamps and candles.



Renting furniture

Renting furniture is a great option if you are selling an investment property or your second property and you don’t own all the necessary furniture. By renting furniture and getting a company to style your property ready for sale, it will increase the possibility of potential buyers being able to imagine themselves living in your property, increasing the likelihood of sale.



Preparing the outside

First impressions are crucial. Remember that the outside of the house is the first impression that a potential buyer is going to have. It is important that you ensure that the front garden or entry area is neat and tidy, as well as the backyard and any other outside areas. A simple step that is often overlooked when preparing the outside of the property for sale is the windows. Ensure that your windows are clean as this will improve the appearance of your property and increase the likelihood of a successful sale.



Attention to detail

This is one of our top tips that sellers often overlook. You may be used to the small stain on the lounge or the chipped wooden table, but prospective buyers will be looking everywhere, at everything. Ensure you repair any damages, place pillows or decorative ornaments over any furniture faults that cannot be repaired and make sure to de-clutter. Potential buyers will be looking to see if your property can become their home.

So now you have our top 4 tips on how you can simply prepare your property for sale, entice buyers and be one step closer to achieving true value for your property.

As part of this month's issue of 'How to', we would like to offer you an obligation free property valuation. We will work with you to value your property and ensure that you achieve a successful sale.

**CONTACT US TODAY ON 02 4267 5377
WE LOOK FORWARD TO MEETING YOU.**

Checklist

- Is there enough light?
- Do you have the right furniture?
- Is the garden weeded and well presented?
- Are the windows clean and sparkly?
- Have you completed all necessary repairs?
- Have you established a realistic asking price?
- Do you have a qualified and trusted agent to guide you through the process?

CONTACT DETAILS

Dignam Real Estate

 322 Princes Hwy, Bulli

 02 4267 5377

 info@dignam.com.au

CONNECT WITH US