



# The ultimate guide to



## Selling your property for more in **today's market**

What you need to know for success

# It all starts with the **right plan**

Spend **\$2,000** to make **\$20,000**  
not the other way around





# Making your house **sparkle**

Selling your most important asset can be a major task, so ensuring you maximise your sale price and sell promptly is paramount. There are some simple things you can do on any budget that can truly add 5-10% value to your property. Ultimately, your goal when selling is to present your property in the best possible light and attract multiple buyers. This creates buyer competition which can result in multiple bids all while increasing your sale price. That's a win for you.

It's even more important during challenging property markets to ensure your property stands out from others. Creating a presentable space will help buyers envision their lives in the property and increase their emotional connection to purchase. Buyers want houses that don't need much work and can easily be moved into. Having things unfinished or broken can weigh on their decision particularly when they are writing down their offer price.

# Who's your **target market**

It's worth having a good understanding of what type of person or size of family will want to buy your home and for how much.

Understanding this will help you work out how much to spend on getting the house ready and what areas of the house to focus on. It's important at this early stage to sit down with a professional experienced real estate agent. They know the market, and will determine where best to place focus.

Good agents can assess what your property is likely to achieve in its current condition, and what it could sell for with a well-planned renovation. That way, you'll have a clearer idea of how much to invest in preparing it for market, without overcapitalising.



## It's all in the preparation

Think like a buyer and prepare the house well for the marketing and selling campaign, fresh expert eyes can help too.

We can have a good look at your property to prepare a plan on where to best spend time and money while also advising where some cost savings can be made.

We quite often see good money spent on areas that don't add value or increase the sales price of the home.

## Let's start from the street

First impressions mean everything, it starts as soon as any potential buyer pulls up in front of your house. How will they feel when they see your house for the first time? Let's enhance your street appeal.

You want people to fall in love with your property from the moment they walk through the gate or up the pathway. How's the fence looking, is it clean with a fresh coat of paint? What about your footpath, any cracks or overgrown weeds?

Clip the hedges, keep your gate, letter box, and fixtures of interest clean with no pesky spider webs. What about those slightly bigger jobs, do you need a new garage door? Even a new letterbox can make your house pop and set off a great first impression.





# Increasing your property's appeal

## The journey to your front door

- ▶ Footpaths & driveways – washed down and clean, maybe a water-blast, no weeds in any joins or cracks.
- ▶ It could be worth spending money on your driveway or footpath. New tar seal, concrete, patch any holes. Steps and handrails should all be clean with any chips or nicks fixed.
- ▶ Replenish stones on footpaths.
  - ▶ The front door area
  - ▶ De-cluttered
  - ▶ New doormat
  - ▶ Washed front door
  - ▶ Maybe a pot plant or a small statue
  - ▶ Clean the front door and any windows

## Repairs and refurbishments

The house condition is really important and buyers don't want to buy a part time job. It's best to make sure you present your home so a buyer that can move straight in.

- ▶ Cracked electrical wall sockets should be replaced.
- ▶ Holes and marks in walls should be touched up.
- ▶ Little defects and minor safety hazards should all be tidied.
- ▶ Make sure all lights work, replace light bulbs for brighter ones.
- ▶ Add battery operated lights in closets, wardrobes or dark areas.
- ▶ Squeaky floors – screw them down or see if they can be fixed.
- ▶ Replace toilet seats. They can easily make the toilet look like new.
- ▶ Remove odours from the house. Open windows, air out the house, steam clean carpets, don't smoke inside, run a dehumidifier, spray some air freshener or use scented candles.



# Increasing your property's appeal

## Landscaping and fencing

- ▶ Make sure your grass is in great condition. Some lawn food can help sort out those grassy patches. Best to plan your garden months before going to the market.
- ▶ Keep on top of weeding the gardens. Trim bushes and prune trees.
- ▶ Add some mulch or bark around the garden.
- ▶ Install some outdoor lighting particularly around the front of the house, shining on trees and the house. Creates a big difference in making the house look warm, premium and attractive.

### Extra Tips

You will have prospective buyers driving by day and night.

## The big declutter

- ▶ Give yourself plenty of time for this job. Be ruthless! If you have stored it for years and not used it, you probably don't need it. Only keep what you need to take to your next property.
- ▶ Remove everything you don't need from the house, put them in storage boxes, sell, give away or donate.
- ▶ De-cluttering makes the house look bigger and buyers can envisage their things in the house better. It allows potential buyers to see the property in full.
- ▶ Empty out or organise your wardrobes and cabinets. It will make them appear bigger.
- ▶ Rent a storage unit for a month or two. Box all unnecessary items up and remove them from the house to make your house look bigger.
- ▶ Store boats, unused cars, trailers, and any other large items elsewhere while your property is for sale.



# Increasing your property's appeal

## The big clean

Spring clean from top to bottom. Your house needs to sparkle and be spotless. Remember you want people to focus on the positive features of your house - grubby walls and dirty carpets are a distraction. One room at a time, polish every surface including balustrades, sinks and taps until the whole house is gleaming.

### Exterior

- ▶ Give the house a hose down - even a water blast. Under the eaves, gutters, weatherboards, brick, or plaster. You'll watch all the grime and dust wash off. It will make the house sparkle that much more.
- ▶ If you have white plastic spouting, a nice trick is a dash of vinegar, a bucket of water, and a cloth will shine and whiten up the spouting and make them look like new.
- ▶ Footpaths, driveways, pavers – a water blast or hose down. Remove any weeds in the cracks or joins.

### Interior

- ▶ Clean window sills and all glass inside and out.
- ▶ Your bathroom will deserve a full clean, grout in between the tiles, grim build up, all cracks and corners should be spotless.
- ▶ Dust everything.
- ▶ Degrease the oven.
- ▶ Clean the fireplace.
- ▶ Have your carpets professionally cleaned.
- ▶ No smoking inside, it can cause odours
- ▶ Get into the habit of tidying things away every single day. It's hard work, but console yourself with the thought that the extra effort will pay dividends.



# Increasing your property's appeal

## Personal items, photos and pets

- ▶ During the photo shoot and selling campaign, all family photos and personal items should be put away. They can be replaced with generic wall art. You can find some really good and cheap wall art from Spotlight, Nood, Briscoes and Bed Bath and Beyond.
- ▶ Having no personal items neutralises the property and buyers will feel more like they are viewing and imagining the house as theirs as opposed to walking through someone else's property.
- ▶ Pets whilst they're cute and cuddly they can be messy and some buyers may be allergic or just don't like them. See if you can offload the dog, budgie, or rabbit during open homes.

## Carpets

- ▶ Buyers love fresh, clean, and new carpet. If you're not replacing carpet, ensure the carpet is steam cleaned and free of any worn out areas or tears.
- ▶ Having your carpets fully replaced can be an option for some houses and whilst it's a bigger expense it can add value and appeal. If you are buying new carpet ensure it is neutral colours.

## Handy with a paint brush?

- ▶ Remove all signs of old, worn-out paint. Be sure to touch up any cracks or chips on your walls and skirting boards. Freshening up all living areas makes a big difference. Painting yourself can be a cost saving exercise but don't do it if you're not confident. Buyers will notice a sloppy job so if in doubt, get a professional painter to do it for you.
- ▶ Use neutral light colours. Generally white works well – try Resene Bianca (has a slight hint of cream) or Alabaster (full white).





# Let's make your property absolutely shine

Get creative, read house and garden magazines, google house staging, and look for ways to present your home. Open a book and put it on the coffee table.

## Professional home staging

Home stagers are very skilled at creating exactly the right impression from the moment that a prospective buyer walks into your home until the moment they leave. They are also particularly adept at curating exactly the right look for the house as a whole and room by room, so that it's perfectly positioned for the type of buyer that will be most attracted to the property.

Every property is different, so they will do a thorough inspection first, confirm a brief and then propose a solution. Often they will replace the odd piece of furniture, rearrange the layout, and focus more on decluttering and assessing what works and what doesn't.



# 11 cheap things to buy that'll revitalise **your** **property**



- 1.** Shower nozzle and hose
- 2.** Fresh shower curtains
- 3.** Letterbox
- 4.** Front and back doormats
- 5.** Generic wall art
- 6.** Rugs or throws
- 7.** New cushions
- 8.** Bedspreads
- 9.** Tasteful mirrors
- 10.** Kitchen cabinet handles
- 11.** Fresh towels hanging on the towel rack





# Be careful spending money on

**New appliances** - They won't necessarily increase the value of your property.

**Elaborate makeovers** – Before spending money on building plans, knocking out walls, or renovating kitchens and bathrooms, run the numbers to ensure that you'll see a return on investment for the work done.

**New roofs** - Sometimes it's essential, however, if the roof is in ok condition but just a little tired, look at having a professional patching and painting job done versus a full replacement. A new roof will not necessarily increase your sale price.

**Double glazing** - makes the house more appealing does increase the sales price, however, it won't usually cover the cost of installation. Double glazing does have its place and is a good option as part of a full renovation. It all depends on the property and it's target market.



# Creating your open home plan

- ▶ Air out the house in the morning.
- ▶ Have the house nice and warm for the open home.
- ▶ Open all internal doors.
- ▶ Turn on all lights and bedside lamps.
- ▶ Maximise light and make sure all curtains are fully open.
- ▶ Consider welcoming aromas such as scented candles.
- ▶ Be conscious of what you cook before the open home. Some cooking smells are definitely better than others.
- ▶ Prepare a landscape maintenance plan.
- ▶ Leave the home and let the professionals greet prospective buyers.
- ▶ Buyers sometimes feel awkward and less welcome if they know the owner is around, they'll rush through and ask fewer questions.
- ▶ Keep everything immaculate while your house is on the market.





# Concierge Service

Selling property requires specific services for a smooth transaction. We understand not everyone does this regularly and may not have all of the service providers at the ready or know which companies provide the best level of care.

Our concierge service allows our clients access to proven service providers, we can also help organise and manage these services for you.



packing & removals



storage solutions



utility connections



internet, phone & tv



home improvements



garden & lawn maintenance



petcare & boarding



building & pest inspections



security systems



property styling



financial services



property management



heating & cooling



appliance repairs



depreciation schedules



home cleaning



solicitors & conveyancers



pest control



# Our track record.

Since 2004 NZ Property Solutions has been helping vendors to maximise their property's sales price, by using innovative leading edge marketing strategies. We've chalked up some impressive results with \$1.6b in sales, a database of 36,000+ qualified buyers and 1000's of happy clients.

Communication, experience, service and transparency is at the heart of everything we do. Simply put, the entire team help vendors and buyers in Dunedin's market to sell their most important asset while achieving the best price possible.

We are all Dunedin Locals at heart and our team comes with a wealth of experience and understanding of all types of property transactions. We deliver your property to the market in the best possible light and we're 100% committed to supporting you on your property journey.

We know that in this market, experience counts and we've got a whole lot of it within the team. When you choose NZ Property Solutions, you're choosing a better property experience, you're choosing a team that embraces creativity and innovation toward Dunedin's market which leads to determined results - you'll likely have some fun along the way too!

## 1.6B

1000's of sales, in excess of \$1.6b in transactions

## 36k

engaged database with local & international buyers

## 2004

est. in 2004 and still proudly locally owned





# So what's next for you and your property?

Ok, all the hard work is done and your house is ready for the market. All you have to do now is maintain the fantastic presentation you have achieved for a few weeks more.

Get the family on board with this. Everyone needs to know how important the next few weeks are. You never know when an agent might ring wanting to introduce a hot buyer to view your home at short notice. Try to be ready to accept a viewing request any time, and be confident that your home is presenting at its best.

If you are considering selling your home, following some of these simple tips can differentiate between an average sale price and a premium result. For a relatively modest investment, the returns can be very significant.







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