

A beautifully styled room by The Real Estate Stylist.



Tumbler with
Bamboo (\$7)
kmar.com.au

Style COUNSELL

Think property styling is reserved for the highest of high end properties? Think again. Staging your property for sale is becoming an essential step in the sales process - helping buyers to visualise potential in a property and vendors to maximise their sales opportunity.

From DIY decluttering to hiring a property stylist, every property in every price bracket will benefit from an injection of sales style. Sydney property stylist Jann Schwensen believes enhancing the visual appeal of a property and creating that 'wow-factor' gives you the edge over other properties for sale in the area. "Beautifully styled, well presented properties often sell for more than market value in a short time frame, as it becomes an emotional purchase with buyers willing to pay premium prices for their perfect property and its lifestyle," she said.

"I recently styled a beautiful three bedroom Federation house in Marrickville, New South Wales with large rooms, high and ornate ceilings, and marble fireplaces." After a vendor's brief of "nothing fussy", Jann used carefully chosen furniture, decorative accessories and artwork, to



Hans Wegner Plane
Chair (from \$5,500),
Arne Vodder Tallboy
(\$4450) greatdanefurniture.com

"I love the creative process of styling properties whether it's a total transformation or a small enhancement."

Jann Schwensen, Property Stylist

allow the good bones of the house to shine. "After some fast and furious bidding at the auction, it sold for \$130,000 over reserve. The vendor and agent were absolutely delighted with the result", Jann shared.

Amy Chamberlain, from The Real Estate Stylist in Melbourne cites preparation as being the key to success. "Be prepared to spend some money," Amy shared, "you have to spend money to make money. For every dollar you spend, you're adding value to your property." On a practical level, Amy suggests engaging a stylist early on. "Give yourself at least a month to engage a stylist. Book in early, in case your stylist recommends a paint job, carpet changed or are booked out. "Remember it's not personal, it's business." "This is your time to detach from the property, so if a stylist recommends removal of furniture, don't be offended," Amy said.

Bamboo ladder
(\$25), Oslo
pendant (\$20)
kmart.com.au



Canisters (\$5 each)
kmart.com.au

HOT TIPS

Jann's DIY Basics

De-clutter. Buyers can't see the strong points of the property if it's cluttered, and might make buyers think you didn't look after the property. First impressions are lasting. You'll be moving soon so start packing, donate to charity, store or throw away.

Depersonalise. Remove photos, kids arts, trophies and toys. Don't take it personally, but your taste might not appeal to potential buyers.

Refresh and repair. Thoroughly clean everything, give the interiors a new coat of light, neutral paint and update.

"We recently had a cracker in Brunswick, Melbourne. Before styling, the agent valued the three bedroom + study, un-renovated house around \$1.2 million. After styling, the agent valued the property at \$1.35 million (\$100,000+ in value), which then became the reserve. There were 14 bidders and the property sold for \$1.78 million. A massive result for the vendors with a styling investment of \$5500."

Amy Chamberlain,
The Real Estate Stylist



Pegboard (\$25),
Moderna table lamp
(\$20) kmart.com.au

Before



After



A marble fireplace
enhanced by Jann
Schwensen.

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