

Case Study

Find out how this ordinary townhouse sold for a remarkable \$160,000 more than the sales price of a superior property in the same complex.



The story

A 3 bedroom, 2 bathroom townhouse in a complex was sold in December 2013 for \$1.1m. The property was unstyled and tenanted at the time of the sale. In February 2014, another property in the same complex was placed on the market for sale.

While an identical size and layout, the second property fronted a busy road and where the first property offered 2 side by side car spaces, this parking was 'dual' i.e. cars back to front.

Overall the second property was considered substantially inferior to the one sold 3 months before and as such the price expectation was lower.



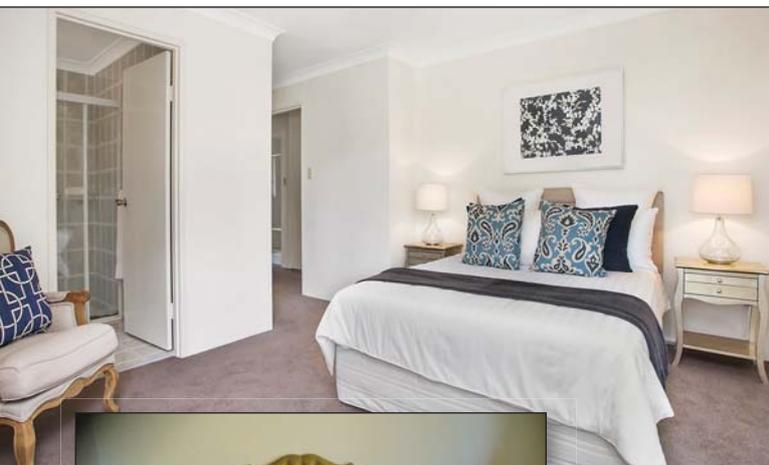
The outcome

The property sold for \$1.26m, \$160,000 higher than the 'superior' property in the same complex. This was not just a one-off result, we frequently record similar results in all types and styles of properties.

WHY **Home**
Dressing?

"The property sold for \$1.26m – \$160,000 more than the superior property in the complex. I put this dramatic increase down to the remarkable styling efforts of Home Dressing." Selling agent.

Creating an **EMOTIONAL CONNECTION** with potential buyers



potential price of your property. This powerful process saves you money as not all spaces need the same focus.

Step 3. Theme for Maximum Profit (Get a return of 10 times the cost of the styling!)

Once we know which rooms & spaces need styling to magnify your value, we then skilfully choose the theme, decor and furniture to match the wants of your most serious buyers and tenants

Step 4. Creating the Rose Amongst the Thorns

First Impressions Count! Our unique & proven "First Impressions" makeover and flow concept consistently attracts more viewers, quicker. Combined with our proven styling system we ethically and powerfully target consumer's psychological "buying" triggers. The result - faster sales, often at premium prices.

Step 5. Sealing the Deal

Finally our professional team works hand in hand with your preferred real estate agent to ensure all the boxes are ticked to ensure you sell or rent your property for the best possible price in the shortest amount of time.

For more information on how Home Dressing's Styling for Profit 5 Step Process can maximise the sale price of your property in the shortest time call our friendly team on (02) 9566 1170.

The solution

Working in close consultation with the real estate agent, Home Dressing developed the best way possible to commercially style this property in order to get the best possible price in the shortest time. Home Dressing used their unique 'Styling for Profit 5 Step Process':

Step 1. Attract More Serious Buyers, Faster

Our initial free consultation process identifies what strategy we require to attract the most serious buyers or tenants to your property. We identify the key demographic that will make up the bulk of potential buyers, and then style the property to match their buying preferences.

Step 2. Styling to Magnify Value

Our room by room styling analysis pinpoints exactly what spaces need to be emphasised to magnify the

Home Dressing is committed to styling homes to sell quickly for the very best price.'



HOME
DRESSING

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