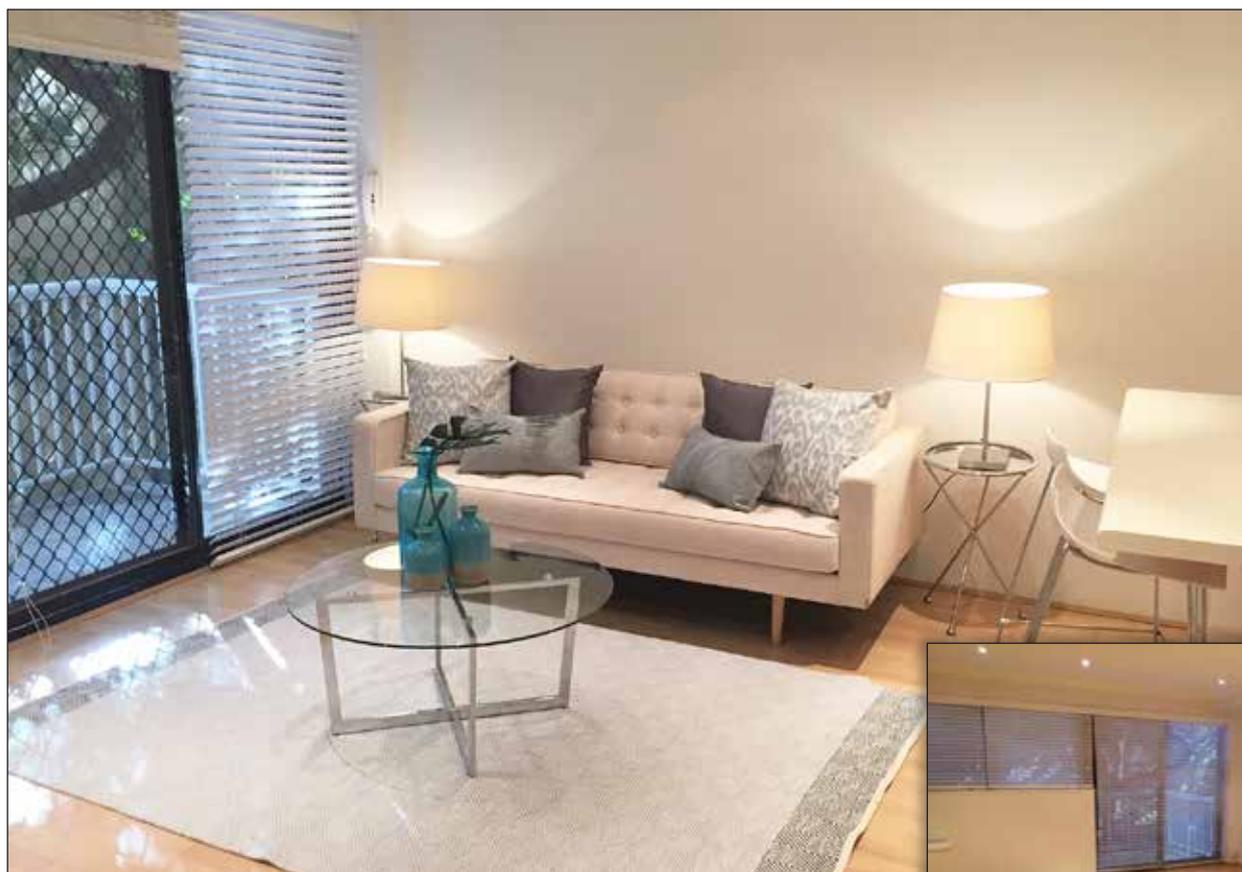


Case Study

Discover how this unit was tenanted in two days after sitting vacant for 13 weeks!



The Story

A vacant one-bedroom unit in Sydney's Eastern Suburbs was marketed for rent in 2015. Feedback from the open house inspections suggested the property was too dark and damp and because it was empty, it highlighted the fact it had no oven. After being 13 weeks vacant and 150 inspections the property was taken off the market.

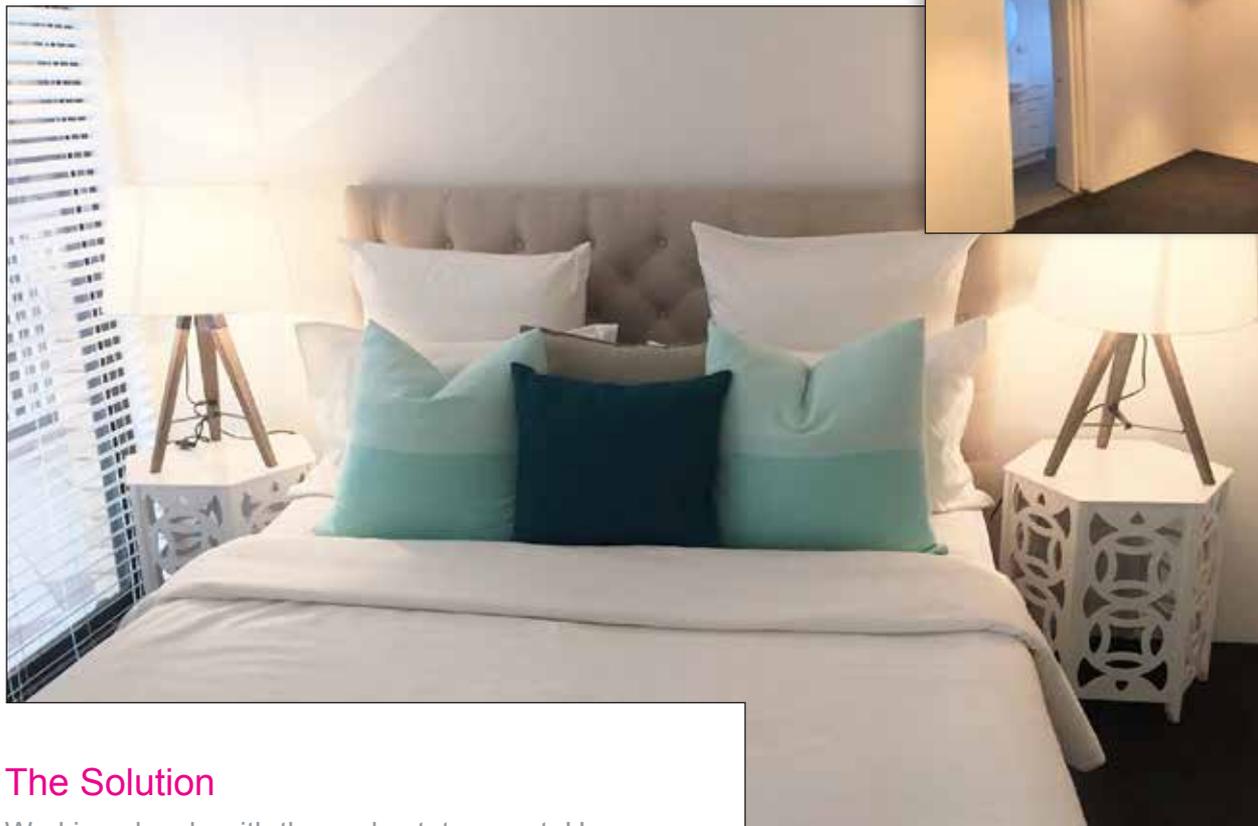
The Outcome

After consulting with Home Dressing and subsequent styling of the property, the unit had a renewed interest with 6 groups attending the Saturday open. All prospective tenants thought the unit looked fantastic and it was leased immediately for the full asking price.

WHY Home
Dressing?

*Home Dressing is committed to styling homes and units
to rent quickly for the very best price.*

Creating an **EMOTIONAL CONNECTION** with potential buyers



The Solution

Working closely 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 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 and spaces need styling to magnify your value, we then skillfully choose the theme, décor and furniture to match the needs of your most serious buyers and tenants.

Step 4. Create the Rose Amongst the Thorns

First Impressions Count! Our unique and 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 Home Dressing's Styling for Profit 5 Step Process can maximize the sale of your property in the shortest time call our friendly team on (02) 9566 1170.



For more information please contact:
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