



# Key steps to getting your home ready for sale

Selling a home is a large job, but with  
the right help and preparation, it can  
be easier than you think.

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## Step 1

### Research the market

Before you rush to renovate, do some market research. Knowing what buyers want – and what else is available – can help you set an achievable goal.

- Start by looking at the local market – go to open homes nearby.
- Focus on properties of a similar style and era to yours.
- Take note of how each seller highlights their home's appeal.

If you can, follow some local house sales to see how long they're on the market for, and their sale price.



**Pro tip** For a comprehensive market report, consider getting an appraisal for your home. Barfoot & Thompson offer free home appraisals based on recent comparable sales in your area.



## Step 2

### Repair and refresh

That dripping tap, that stuck window, that loose doorknob – every house has little quirks, and it can be easy to ignore them when you live with them every day. However, these small things can be enough to turn away potential buyers, so it's worth taking the time to fix any issues.

While you're scouring your home for problem areas, take note of anything that appears outdated or tired. These are the parts that could do with a refresh. For example, you may need to repaint, especially if there are permanent marks across the walls. Or, you may need to invest in some new curtains or light fittings, which can go out of style and make an entire room look dated.



**Pro tip** If you're struggling to find problem areas in your home, ask a friend or family member to tour the property with you. You could also book a personalised consultation with a member of the Barfoot & Thompson team who specialise in downsizing. They can help make a list of suggested repairs and arrange tradespeople on your behalf if required. If you're interested, email [info@villageguide.co.nz](mailto:info@villageguide.co.nz)

## Step 3

# Clean and declutter

It's time for a deep clean. Have the carpets cleaned, clean all of the windows (inside and out), wipe down all skirting boards, scrub bathrooms and kitchens until they shine like new, do a pressure clean of exterior walls and driveways, and don't forget to wash gates and fences.

Declutter as you go. Random personal items – such as photos and trinkets – can make spaces feel untidy and smaller than they really are. Plus, when a home is filled with someone else's personal belongings, it can make it difficult for a potential buyer to picture themselves living there. Consider donating or selling items you no longer need and find a place to store treasured memories and mementos while your home is on the market.



**Pro tip** Deep cleaning and decluttering often requires specialised equipment – and lots of time – so consider outsourcing this step to trusted professionals. If you want advice on reputable companies to use, email [info@villageguide.co.nz](mailto:info@villageguide.co.nz)

## Step 4

# Consider curb appeal

Curb appeal is your chance to make a great first impression. When a potential buyer is standing on the curb looking at your home, what do you want them to see? How do you want them to feel? Curb appeal – or lack of – can greatly affect someone's overall attitude towards your home.

- Tidy up everything you can see from the street.
- Mow the lawns and weed the garden.
- Consider planting bright flowers or adding pot plants.
- Clean your letterbox and fences.
- Cut back overhanging or untidy trees.
- Remove items such as garden hoses or other clutter.



**Pro tip** Gardens have a way of getting out of control quickly, especially when you're busy. Consider engaging a gardener to help keep unwanted weeds at bay while your home is for sale.

## Step 5

### Look to add value

Renovating before you sell isn't always necessary, but if you are thinking of investing in a few upgrades, make sure you do so in areas that will genuinely add value. Unfortunately, there is no silver bullet for increasing value – every home is different.

A large investment, such as a kitchen or bathroom, may be a smart option – or it may not return what you put in. Smaller investments, such as new carpets or improved insulation, could add a huge amount of value, or be unnecessary. It depends on a variety of factors, such as your home's location, age, and ideal buyer. Think about what will make the biggest difference to your asking price.



**Pro tip** Adding value is a tricky area, so be sure to speak to a professional to gain a better understanding of where to invest. To book an appointment with someone who can help, email [info@villageguide.co.nz](mailto:info@villageguide.co.nz)

## Step 6

### Stage your home

Staging your home means to dress it up and make it look its best for sale. This might involve purchasing new cushions and throw rugs, adding fresh art to the walls, decorating with lamps, or strategically positioning plants.

Home staging can take a bit of an eye for design, so make sure you ask an artistically-minded friend for advice or even easier – hire a professional staging company.



**Pro tip** Stage your home to smell great, too! From stick diffusers to fresh baking to coffee beans, there are several ways to add enticing scents. When it comes time to host open days, ask your salesperson what would work best for your property.

