

# Preparing your Home for Sale

*by* HABITAT





## *Preparing Your Home for Sale in Newcastle, Lake Macquarie and the Hunter Region*

Located in Adamstown Newcastle, Habitat is a trusted local business that has been assisting clients across the Region to furnish and decorate their homes for over 20 years.

Habitat has an extensive and unmatched selection of furniture and decorator pieces for hire, which reflect our philosophy of 'Design for Living'.

Whether it is simple advice on what to keep and what to remove, partial staging using a mix of existing and additional furnishings, or a complete styling project, Habitat is the styling service you can have confidence in at any level of styling input when preparing your home for market.



## *5 Steps to preparing your home for sale, the Habitat Property Styling way.*

Over the years we've been asked 'where to start?' many times, by overwhelmed and often time-poor clients getting ready to prepare their homes for market. Habitat Styling provides objective, experienced eyes and support to ensure the process is smooth and maximises the value of your asset during the sale process.

To assist, we have prepared the following guidance on the 5 key steps we have successfully implemented and utilise time and time again. Although not exhaustive, we've covered off many of the frequently asked questions and provided tips on what to do and when!

## Step 1 – Maintenance Time

Noticeable defects and uncompleted repairs around the home will lower perceived value, and may even deter some buyers.. Chipped paint, overrun gardens, cracked windows... the list can go on. A small spend and effort in addressing these things is usually a wise move. We suggest clients first consult their Agent before beginning any work to obtain guidance on prioritising necessary repair works. Agents can help focus attention to projects that are likely to have the most financial benefit, reducing any time and money spent on unnecessary jobs.

Your Stylist will also be there to assist. A fresh coat of neutral paint, particularly on worn or marked walls, and updating window furnishings with simple roller blinds or light curtains are among Habitat's favourite recommended updates. Depending on the home and target market, updating old and worn carpet can also prove profitable. We suggest you speak to a Stylist to discuss which carpet fabric and colour/pattern would suit the property best. Another favourite is where practical, painting or repainting internal garage floors; Berger Jet-dry is a good floor paint option that we regularly suggest.

### Other worthy measures include:

- Testing sashes and fixing painted shut windows.
- High pressure cleaning the exterior pavers and walls
- Re-grouting - tile flooring and walls or using a 'grout pen' for smaller jobs
- Consider a re-fresh for timber floors.

These steps can improve overall presentation and increase chances of an improved sale outcome.

*\*Tip: Agents often have access to tradespeople who are accustomed to working within tight schedules and budgets for the real estate market\**





## Step 2 – Declutter with a Stylist's Eye

The impact of systematic decluttering should not be underestimated. With extensive experience in this area, we recognise that items with sentimental value are often inadvertently retained to the detriment of the 'whole'. Adopting a 'less is more' approach is essential, and seeking an objective opinion can provide valuable insights. We recommend consulting your stylist for an honest and considerate outside perspective.

*\*Tip: Cassandra from Habitat advises using the 'rule of two thirds' as an effective guideline for cupboards and shelves: a cupboard or shelf that is two-thirds full appears orderly – anything over that begins to look untidy\**

Ideally look for storage away from the property for decluttered items and excess furniture. Renting a storage unit nearby can be worthwhile, rather than filling storage space in the home. If pressed for time, rent a larger storage unit so you can transport your items over and do sorting in the storage unit. However, we do advise clients that neatly storing packed boxes or sporting equipment in the garage is acceptable, as prospective buyers may interpret this as evidence of readiness to move.

While you're doing the decluttering, our Stylists recommend packing away personal items like family photos, trophies, bold artwork or unique collections. This helps buyers imagine themselves living in your home.

### Step 3 – Let the Light In & Maximise Space

Light and space are what buyers want! Open those window coverings and remove damaged window furnishings. Trim trees and plants away from windows, especially on the southern side of buildings.

*\*Tip: Cool white globes for living, kitchen and bathrooms, warm white in the bedrooms for cosy atmosphere\**



We'll help you rearrange, streamline storage, and clear outdoor spaces for that welcoming, spacious feel.

*\*Tip: Ensure areas around doorways and other entrances are as clear and spacious as possible. This is where people will mill around during open homes, best give them space\**

## Step 4 – Spotlight Your Home’s Heroes

After styling thousands of homes, we know the kitchen, master bedroom, and living area are always the showstoppers. Here’s how we help you get them ready:

**Kitchen:** Clear counters, store appliances, and keep everything sparkling – remember you’re showing off your kitchen, not your new kettle so pack them away. We’ll show you how to style these spaces, so they feel both functional and inviting.

**Bathrooms:** Clear benches and tidy shelves, remove personal items, and make sure everything gleams.

*\*Habitat Tip: Old / used towels in bathrooms are a no-no. Pick up fresh, fluffy white towels (Big W and Target have great options!) and bring them out for open homes. Alternatively, Habitat can supply styling towels with our service\**

**Master Bedroom:** Nothing beats crisp, neutral bedding – if in doubt go white. We recommend removing extra storage (like tallboys etc) to accentuate the feeling of calm and space. If you have a walk-in robe, apply the ‘Rule of Two-Thirds’ (see Step 3) to clothes etc, and remove items stored on the top of cupboards or underneath. You want to give the buyer the feeling that the home has plenty of storage – no need for anymore!

**Living Area:** Arrange furniture for flow and ease, remove any old decorator cushions, and embrace “less is more”. If you need inspiration, let us work our styling magic—we love transforming lounge rooms!

*\*Stylists trick: Pulling lounges off the wall by about 20cm, creates a sense of space, particularly in photos.\**



## Step 5 – Create That Fresh, Welcoming Atmosphere

A spotless home is non-negotiable. Prospective buyers will inspect every nook and cranny, so clean thoroughly before your first open home. Most Agents will have a cleaning service that they can recommend who specialises in the real estate ‘end of lease’ styling cleaning. They get into areas often overlooked and are well worth the investment.

*\*Tip: Getting ready for open homes can be stressful.  
Where the budget allows, we suggest you advance book a  
cleaner prior to each open home\**

Don't forget to air out your space and use softly scented candles or scented reeds sparingly—too much fragrance can overwhelm. The Australian Palm Beach range of scented candles for just the right touch (Sea Salt is our favourite!). For that high-end scent, try the SOH Melbourne range of candles and rooms sprays, next level good and available through Habitat and online.





## *Let Habitat Property Styling Guide You*

You don't have to do this alone. At every step, we're here to give you practical advice, honest feedback, and that personal touch that takes your home from just another listing to the top of every buyer's wish list. Let's make your property journey a memorable—and successful—one together.



## Design for Living

The Habitat design experience is about supporting our clients to make informed decisions, nurturing their vision, curating their existing pieces and creating innovative and beautiful spaces.

Call us or email us

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See more at  
[habitatliving.com.au](http://habitatliving.com.au)



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The Habitat Team