

PROPERTY STAGING - IS IT WORTH IT?

Property staging involves presenting a property to its potential; making it much easier for potential purchasers to envisage themselves living in the property. In our experience properties that perform best on the market are owner occupied properties that have been presented in a warm and contemporary fashion. If you are a home owner, this can easily be achieved with your own input and our guide to selling your home gives some great tips on this [Guide to Selling](#).

Where staging is most effective is when selling ex-rental properties which have often been subject to a number of tenancies and look tired, jaded and uninspiring. On a positive note they are often presented as a blank canvas. Before any properties goes to market, the basics should be done, namely;

- Remove all unwanted items
- Paint throughout
- Deep clean

At this point the property will be clean and clear but will often fail to appeal to owner occupiers, who make up the majority of purchasers in todays market. In order to maximise the value of such properties, we advise owners to take the next step and have the property professionally staged.

Staging should be viewed as an investment rather than an expense. Below are some of the benefits:

- The big one; your property will sell for more, typically 4 to 5 times more than what you spend on staging
- The property will generate more initial interest and sell for a higher price in a shorter timeframe
- First impressions count and buyers can disregard your property immediately if they get a bad initial impression
- Emotion plays a big part when buying property, tap into this and make buyers fall in love with your property
- Staged properties are viewed more and in our experience more viewers, means more bidders

We work with Una Bradley Interior Design, who provides free consultations for our clients. Call us today to discuss further.



CALL US ON 01 633 4446

WE'D BE HAPPY TO ADVISE YOU