

PREPARING FOR SALE

Getting your property ready for market



ARMSTRONG
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PROPERTY

PREPARING FOR SALE

Preparation isn't about doing everything. It's about doing the right things.

It's easy to assume that selling means repainting, renovating or spending heavily before the property reaches the market.

Often, it doesn't.

The better starting point is understanding what buyers are likely to notice, what could hold the property back and where your time and money are best spent.

1. Think before you spend

Before replacing flooring, repainting the whole house or beginning a renovation, get an informed view of what will genuinely make a difference.

Think about:

- What actually needs attention
- What buyers are likely to notice
- What they're likely to overlook
- Which improvements could improve presentation or buyer appeal
- Which improvements are unlikely to justify their cost

The aim isn't to fix everything that bothers you. It's to focus your effort and budget on the things most likely to matter when buyers walk through the door.

2. Prepare what buyers notice

You don't need to turn your home into a different property.

Focus on removing distractions and making the existing home feel well cared for.

That usually means looking at:

- Obvious maintenance issues
- Decluttering
- Street appeal and gardens
- Cleaning
- Furniture placement
- Light and presentation
- Outdoor areas

Small signs of neglect can make buyers wonder what else hasn't been maintained, while too much furniture or clutter can make good spaces feel smaller than they really are. Professional styling can help some properties, but it isn't automatically necessary for every home. The decision should depend on the property, its likely buyer and what you're trying to achieve.

3. Get advice before you do too much

Every property is different, and so is every market.

What buyers are responding to, where they're seeing value and what they're willing to overlook can change. That's where the advice of an experienced local agent can be invaluable.

Before spending too much time or money preparing your home, invite your agent through. They can help you identify what buyers are looking for in today's market, where your property already presents well and where some extra attention could make a difference.

That might mean recommending a few small improvements. It might mean decluttering or styling particular spaces. Or it might mean telling you to leave things exactly as they are.

The goal isn't to create a perfect home. It's to focus your effort where it has the best chance of adding value to your sale.

Thinking of selling?

The best time to ask for advice is before you start planning.

If you'd like a no-strings-attached conversation about your property, what buyers are looking for or how we'd recommend preparing your home for today's market, reach out to your preferred Armstrong or Oslo agent today.

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Two local agencies with one shared commitment – transparent, stress-free property outcomes across Greater Geelong.