

Maximise Your Selling Price



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Home owners who decide to sell often finally get around to completing those jobs around the house that they had been intending to do for years. Fixing the paving, painting the front fence, repairing the side gate are all typical examples of small jobs that fit into the “I must get to that one day” category.

When preparing your home for sale, these “little” jobs are important in achieving an expedient sale at the highest possible selling price. This is because buyers typically notice the little jobs too; an ill-fitting gate is easily and cheaply repaired yet can loom large in the buyer’s mind as a more major problem and hints that other areas of the property may be neglected.

“I must get to that one day”

Of course, you need to be cautious about “over-capitalising” when preparing to sell. Replacing a bathroom and renovating a kitchen are expensive and depending on the property and its location may prove counter productive in the effort to achieve the best price. A quality home on a generous lot in Hilton worth say \$700,000 is probably more difficult to sell at \$800,000 even with a new kitchen and bathroom that cost say \$80,000. This is partly because the property is already above the median house price for the suburb.

Conversely, an original cottage in East Fremantle’s King Street is more likely to benefit from renovations when preparing to sell due to



the higher demand for “all finished” properties in one of our most prized streets.

Obviously, each property and circumstance engenders a variety of options for sellers when preparing to sell and opinions from real estate agents on the matter are, as always, subjective. In general terms however, presenting a neat, clean and tidy home is always going to help your cause in selling at the best price, “Present it like you don’t live in it,” a client suggested recently and is probably a fair description.

Paint out bright colours on internal walls, de-clutter by storing away trinkets and excess family photos, clear the fridge of magnets and kids’ school art and place items neatly in storage cupboards.

Small things do make a difference with paint and gardens two areas of focus that can make a disproportionate difference to the selling price relative to their cost and the effort involved. Normally, painting and gardening can be done by the seller themselves which keeps cost down with the aesthetic improvement making an amazing difference to the presentation and therefore the price of the property.