



# PROPERTY FLIPPERS AUSTRALIA

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## STAGING YOUR PROPERTY FLIP

Like Real Estate agents not all staging companies are equal either.

We need to think about a number of different aspects when selecting our staging company to ensure the property is made to look at its highest value. These include:

**Aspect - What is the cost of staging the property and can you negotiate?**

Why - While the budget for the staging is not the most important thing however it begs the question can you negotiate on the price and save \$300-500 if you state you have a lower budget.

**Aspect - How long is the staging paid for?**

Why - Generally most sales are on the market in a hot market for maximum 14 days and then potentially not unconditional for 28 days while the buyer gets their finance approved. Based on this you would be expecting a 6 week furniture hire to be included in the price.

**Aspect - Will they adjust their staging package?**

Why - Once a property is staged and you walk through to see how it feels this can be the actual staging package without changes. Find a staging company who is happy to work with you for changes if it needs to have items added or removed.

**Aspect - Will they stage outside areas if required?**

Why - While not every area outside the property needs to be staged it can allow a house to feel much bigger when areas outside are shown to be extra entertaining areas including dining options when the weather is good.

**Aspect - Have you reviewed photos from previous houses they have staged?**

Why - Gives you an idea of the amount of furniture and different looks they can accommodate. With a renovated product we need the staging to compliment and lift the look of the property.

**Aspect - Do they offer you the option of a mood board to discuss colour tones?**

Why - The mood board shows the property is going to have a certain look including properties that are coastal, industrial, rustic etc. It is important the right colours and look are being used on your property to bring it to its highest value.

**Aspect - Do they understand the concept of creating open space?**

Why - When you speak about open space do they understand how to use the right size furniture in the property to open up each room to look its biggest. The way furniture is positioned in a room can also make it feel much more open and much larger to the buyers. The open space also allows for many people to walk through the home with no feeling of congestion.