

HOW TO FRESHEN UP AN OLD OR STALE LISTING

Every market goes through slow periods and sometimes even great bargains can be overlooked, which could put your home at risk of becoming stale - and in urgent need of a “refresh”.

Our top tips for breathing new life into an unsold listing will have you back on the market and welcoming buyers at the next open home.

Things to focus on:

Presentation (inside and out): First impressions are crucial, so perhaps drive past your home as a stranger would. What catches your eye? Perhaps the garden needs a few additional flowering plants, or some thinning out near pathways and garden gates. Make sure the weeds are all pulled and the lawn is mowed and green. Consider painting window frames and door frames. It gives your home a fresh, new appeal and doesn't require much effort or money. Inside your home give the windows an extra polish, wipe the fan blades again and consider a professional cleaning crew to do the heavy jobs such as the oven and the exhaust fan above the stove. The kitchen and bathroom are key selling areas in a home, so putting some time, effort and money into these areas will pay off. A new shower screen, new bathroom cabinet will give new life to the room.

Marketing: Look at re-wording your ad. Change the order of the photos online and perhaps completely change the photos that you are using in your print ads. Change the wording. If your agent hasn't done so already, suggest they hire a professional wordsmith. There are many professional writers who write sparkling property descriptions that really help sell the home.

Viewings: If you have only offered open homes on Saturdays, perhaps consider adding some mid-week viewings to the schedule in order to catch those families or buyers who are perhaps busy with weekend sport or kids' activities and can't get to the open home.

Research: Study other properties for sale in your area against your current asking price to see if the price is still comparable.

Auction: It may be time to shake things up a little and consider sale by auction. Shift the buyers' focus back onto your property with an attention-grabbing burst of marketing promoting auction day.

These are all tools that can help revitalise your listing and coax buyers into taking another look at your property. Be open minded about the feedback your agent gives you – this is your market expert who also wants your property to sell. Good luck!

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